



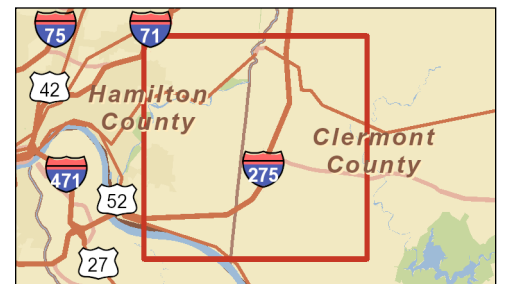
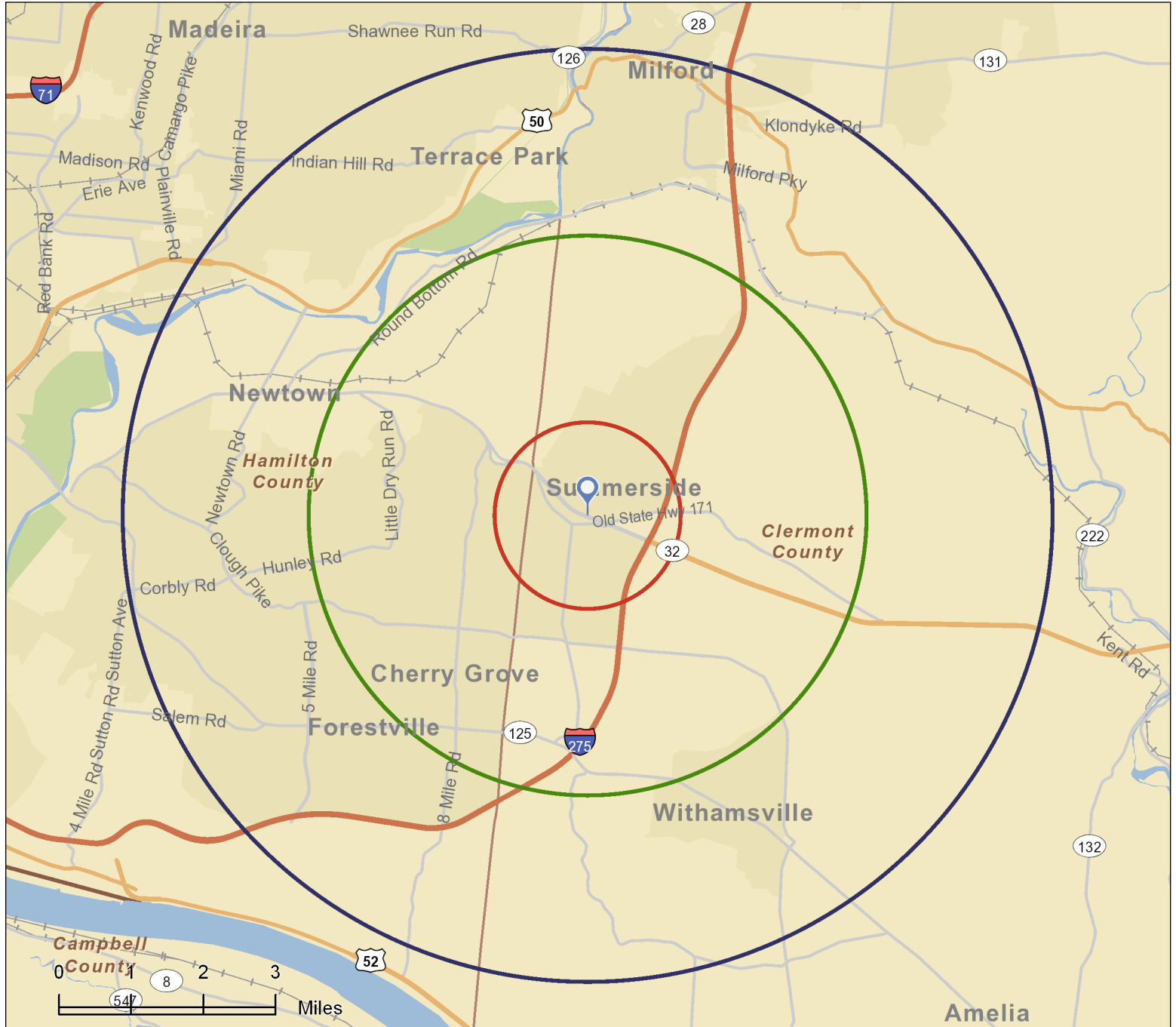
CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Site Map

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 1, 3, 5 Miles

www.ClermontCountyOhio.biz

Latitude: 39.10552
Longitude: -84.29619



March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Market Profile

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Rings: 1, 3, 5 miles radii

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	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	7,041	47,828	105,083
2000 Group Quarters	1	82	734
2010 Total Population	7,551	51,523	112,442
2015 Total Population	7,747	53,332	116,290
2010-2015 Annual Rate	0.51%	0.69%	0.68%
Household Summary			
2000 Households	2,934	18,000	40,954
2000 Average Household Size	2.40	2.65	2.55
2010 Households	3,212	19,691	44,202
2010 Average Household Size	2.35	2.61	2.52
2015 Households	3,316	20,461	45,812
2015 Average Household Size	2.34	2.60	2.52
2010-2015 Annual Rate	0.64%	0.77%	0.72%
2000 Families	1,961	13,239	28,879
2000 Average Family Size	2.93	3.11	3.07
2010 Families	2,081	14,171	30,539
2010 Average Family Size	2.90	3.09	3.06
2015 Families	2,120	14,609	31,418
2015 Average Family Size	2.89	3.08	3.06
2010-2015 Annual Rate	0.37%	0.61%	0.57%
Housing Unit Summary			
2000 Housing Units	3,051	18,681	42,611
Owner Occupied Housing Units	57.2%	69.2%	69.2%
Renter Occupied Housing Units	38.5%	27.0%	26.9%
Vacant Housing Units	4.2%	3.8%	3.9%
2010 Housing Units	3,418	20,930	47,311
Owner Occupied Housing Units	54.9%	66.2%	65.7%
Renter Occupied Housing Units	39.1%	27.9%	27.8%
Vacant Housing Units	6.0%	5.9%	6.6%
2015 Housing Units	3,581	21,979	49,464
Owner Occupied Housing Units	52.9%	65.3%	65.0%
Renter Occupied Housing Units	39.7%	27.8%	27.6%
Vacant Housing Units	7.4%	6.9%	7.4%
Median Household Income			
2000	\$38,097	\$54,882	\$54,771
2010	\$52,576	\$71,461	\$68,944
2015	\$61,249	\$78,998	\$78,056
Median Home Value			
2000	\$103,349	\$128,432	\$135,994
2010	\$128,788	\$153,602	\$158,137
2015	\$143,362	\$168,473	\$172,308
Per Capita Income			
2000	\$19,427	\$25,221	\$28,890
2010	\$27,097	\$33,032	\$34,738
2015	\$30,341	\$36,586	\$38,750
Median Age			
2000	33.6	34.7	36.1
2010	35.3	36.4	37.8
2015	36.0	36.5	37.6

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2000 Households by Income			
Household Income Base	2,839	18,005	40,838
<\$15,000	14.9%	8.1%	9.1%
\$15,000 - \$24,999	14.3%	8.2%	9.5%
\$25,000 - \$34,999	16.2%	11.3%	10.7%
\$35,000 - \$49,999	16.2%	16.5%	15.5%
\$50,000 - \$74,999	20.0%	24.2%	22.0%
\$75,000 - \$99,999	9.9%	14.9%	13.7%
\$100,000 - \$149,999	7.1%	11.5%	11.7%
\$150,000 - \$199,999	1.1%	2.9%	3.7%
\$200,000+	0.4%	2.4%	4.1%
Average Household Income	\$48,244	\$66,749	\$74,118
2010 Households by Income			
Household Income Base	3,213	19,694	44,200
<\$15,000	10.7%	5.5%	6.4%
\$15,000 - \$24,999	8.5%	4.7%	6.1%
\$25,000 - \$34,999	8.9%	6.2%	6.8%
\$35,000 - \$49,999	19.6%	13.7%	13.6%
\$50,000 - \$74,999	17.1%	22.6%	21.5%
\$75,000 - \$99,999	19.5%	20.3%	17.9%
\$100,000 - \$149,999	10.5%	18.3%	17.5%
\$150,000 - \$199,999	3.6%	4.8%	4.9%
\$200,000+	1.6%	4.0%	5.3%
Average Household Income	\$65,272	\$86,250	\$88,345
2015 Households by Income			
Household Income Base	3,314	20,462	45,812
<\$15,000	10.0%	4.6%	5.4%
\$15,000 - \$24,999	7.1%	3.5%	4.5%
\$25,000 - \$34,999	6.6%	4.3%	4.7%
\$35,000 - \$49,999	14.7%	9.5%	9.6%
\$50,000 - \$74,999	20.7%	23.6%	22.8%
\$75,000 - \$99,999	19.9%	20.6%	18.2%
\$100,000 - \$149,999	14.1%	23.1%	22.3%
\$150,000 - \$199,999	5.0%	5.9%	6.1%
\$200,000+	2.0%	4.9%	6.4%
Average Household Income	\$72,718	\$95,134	\$98,363
2000 Owner Occupied Housing Units by Value			
Total	1,731	12,930	29,466
<\$50,000	0.6%	0.6%	0.9%
\$50,000 - \$99,999	46.6%	26.9%	23.8%
\$100,000 - \$149,999	36.1%	38.3%	33.6%
\$150,000 - \$199,999	11.8%	18.0%	18.6%
\$200,000 - \$299,999	4.0%	11.9%	13.9%
\$300,000 - \$499,999	0.8%	3.3%	6.1%
\$500,000 - \$999,999	0.1%	0.9%	2.3%
\$1,000,000 +	0.0%	0.1%	0.8%
Average Home Value	\$115,870	\$148,786	\$176,264
2000 Specified Renter Occupied Housing Units by Contract Rent			
Total	1,154	4,993	11,374
With Cash Rent	97.2%	97.5%	96.8%
No Cash Rent	2.8%	2.5%	3.2%
Median Rent	\$451	\$546	\$518
Average Rent	\$441	\$550	\$552

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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ECONOMIC DEVELOPMENT

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2000 Population by Age			
Total	7,041	47,828	105,082
0 - 4	8.0%	7.6%	7.4%
5 - 9	7.5%	7.9%	7.7%
10 - 14	6.5%	7.9%	7.6%
15 - 24	13.5%	12.8%	12.0%
25 - 34	16.8%	14.4%	13.5%
35 - 44	16.6%	17.7%	17.1%
45 - 54	12.9%	14.7%	15.0%
55 - 64	8.3%	8.3%	8.4%
65 - 74	6.1%	5.2%	5.9%
75 - 84	3.1%	2.8%	4.0%
85 +	0.6%	0.8%	1.4%
18 +	74.2%	72.2%	73.0%
2010 Population by Age			
Total	7,551	51,524	112,439
0 - 4	7.9%	7.3%	7.1%
5 - 9	7.2%	7.2%	7.0%
10 - 14	6.8%	7.2%	7.2%
15 - 24	12.2%	12.9%	12.5%
25 - 34	15.5%	13.5%	12.6%
35 - 44	15.1%	14.2%	13.6%
45 - 54	13.7%	15.7%	15.5%
55 - 64	11.0%	11.7%	12.2%
65 - 74	6.0%	6.1%	6.4%
75 - 84	3.6%	3.2%	4.0%
85 +	1.0%	1.1%	1.9%
18 +	74.5%	74.1%	74.5%
2015 Population by Age			
Total	7,746	53,329	116,289
0 - 4	7.7%	7.2%	7.1%
5 - 9	7.1%	7.1%	7.0%
10 - 14	7.0%	7.4%	7.2%
15 - 24	12.7%	12.8%	12.5%
25 - 34	14.0%	13.3%	12.8%
35 - 44	15.1%	13.6%	12.9%
45 - 54	12.9%	14.3%	14.1%
55 - 64	11.8%	12.3%	12.5%
65 - 74	7.2%	7.5%	8.1%
75 - 84	3.5%	3.3%	3.9%
85 +	1.1%	1.1%	1.9%
18 +	74.5%	74.2%	74.7%
2000 Population by Sex			
Males	48.6%	49.0%	48.4%
Females	51.4%	51.0%	51.6%
2010 Population by Sex			
Males	48.4%	48.9%	48.4%
Females	51.6%	51.1%	51.6%
2015 Population by Sex			
Males	48.4%	48.8%	48.3%
Females	51.6%	51.2%	51.7%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2000 Population by Race/Ethnicity			
Total	7,040	47,828	105,084
White Alone	96.1%	96.3%	96.2%
Black Alone	1.2%	0.9%	1.1%
American Indian Alone	0.3%	0.1%	0.1%
Asian or Pacific Islander Alone	0.9%	1.5%	1.4%
Some Other Race Alone	0.5%	0.3%	0.3%
Two or More Races	1.2%	0.8%	0.8%
Hispanic Origin	1.3%	1.0%	1.0%
Diversity Index	10.1	9.1	9.2
2010 Population by Race/Ethnicity			
Total	7,551	51,523	112,442
White Alone	94.4%	94.9%	94.8%
Black Alone	1.8%	1.3%	1.6%
American Indian Alone	0.3%	0.1%	0.2%
Asian or Pacific Islander Alone	1.2%	2.0%	1.8%
Some Other Race Alone	0.7%	0.5%	0.5%
Two or More Races	1.6%	1.2%	1.2%
Hispanic Origin	2.1%	1.7%	1.8%
Diversity Index	14.6	12.9	13.3
2015 Population by Race/Ethnicity			
Total	7,749	53,333	116,290
White Alone	93.7%	94.2%	94.1%
Black Alone	2.1%	1.5%	1.8%
American Indian Alone	0.3%	0.2%	0.2%
Asian or Pacific Islander Alone	1.4%	2.3%	2.1%
Some Other Race Alone	0.7%	0.5%	0.6%
Two or More Races	1.9%	1.3%	1.3%
Hispanic Origin	2.6%	2.1%	2.3%
Diversity Index	16.6	14.9	15.3
2000 Population 3+ by School Enrollment			
Total	6,532	45,550	100,347
Enrolled in Nursery/Preschool	1.6%	2.4%	2.7%
Enrolled in Kindergarten	2.0%	1.4%	1.5%
Enrolled in Grade 1-8	12.0%	13.5%	13.0%
Enrolled in Grade 9-12	5.1%	6.3%	6.0%
Enrolled in College	2.9%	3.7%	3.7%
Enrolled in Grad/Prof School	0.8%	0.9%	1.0%
Not Enrolled in School	75.7%	71.8%	72.2%
2010 Population 25+ by Educational Attainment			
Total	4,980	33,687	74,411
Less Than 9th Grade	3.3%	1.7%	1.9%
9th to 12th Grade, No Diploma	10.3%	6.3%	5.6%
High School Graduate	34.3%	27.6%	24.7%
Some College, No Degree	21.2%	19.9%	19.4%
Associate Degree	8.1%	9.3%	8.8%
Bachelor's Degree	18.0%	23.2%	25.3%
Graduate/Professional Degree	4.8%	12.0%	14.3%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2010 Population 15+ by Marital Status			
Total	5,903	40,347	88,455
Never Married	29.9%	25.2%	24.7%
Married	51.7%	60.0%	59.6%
Widowed	5.0%	4.5%	5.6%
Divorced	13.3%	10.4%	10.1%
2000 Population 16+ by Employment Status			
Total	5,243	35,903	79,602
In Labor Force	71.4%	73.0%	70.2%
Civilian Employed	67.8%	70.6%	68.1%
Civilian Unemployed	3.6%	2.4%	2.1%
In Armed Forces	0.0%	0.0%	0.0%
Not In Labor Force	28.6%	27.0%	29.8%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	85.2%	89.5%	90.3%
Civilian Unemployed	14.8%	10.5%	9.7%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	87.7%	91.4%	92.1%
Civilian Unemployed	12.3%	8.6%	7.9%
2000 Females 16+ by Employment Status and Age of Children			
Total	2,700	18,497	41,728
Own Children < 6 Only	10.9%	8.9%	8.6%
Employed/in Armed Forces	8.0%	6.0%	5.6%
Unemployed	0.0%	0.2%	0.2%
Not in Labor Force	2.9%	2.8%	2.8%
Own Children <6 and 6-17 Only	5.6%	6.9%	6.5%
Employed/in Armed Forces	4.2%	3.7%	3.4%
Unemployed	0.0%	0.0%	0.0%
Not in Labor Force	1.4%	3.2%	3.1%
Own Children 6-17 Only	19.1%	21.1%	19.6%
Employed/in Armed Forces	13.0%	15.6%	14.4%
Unemployed	0.7%	0.4%	0.4%
Not in Labor Force	5.5%	5.2%	4.8%
No Own Children < 18	64.3%	63.2%	65.2%
Employed/in Armed Forces	36.8%	38.0%	36.4%
Unemployed	3.0%	1.7%	1.2%
Not in Labor Force	24.6%	23.5%	27.6%
2010 Employed Population 16+ by Industry			
Total	3,600	25,919	55,465
Agriculture/Mining	0.0%	0.1%	0.1%
Construction	7.3%	5.0%	4.6%
Manufacturing	11.1%	10.9%	10.1%
Wholesale Trade	5.5%	4.0%	3.7%
Retail Trade	16.7%	13.8%	12.4%
Transportation/Utilities	3.1%	4.1%	3.8%
Information	1.3%	2.1%	2.0%
Finance/Insurance/Real Estate	6.1%	7.5%	8.7%
Services	46.7%	49.2%	51.1%
Public Administration	2.2%	3.4%	3.4%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2010 Employed Population 16+ by Occupation			
Total	3,602	25,917	55,463
White Collar	61.1%	68.1%	71.2%
Management/Business/Financial	15.7%	17.6%	19.1%
Professional	16.4%	23.9%	25.8%
Sales	13.6%	13.0%	13.1%
Administrative Support	15.4%	13.7%	13.2%
Services	17.6%	14.5%	13.9%
Blue Collar	21.3%	17.4%	14.9%
Farming/Forestry/Fishing	0.2%	0.1%	0.1%
Construction/Extraction	5.2%	3.6%	3.3%
Installation/Maintenance/Repair	3.6%	3.5%	3.0%
Production	8.1%	5.2%	4.3%
Transportation/Material Moving	4.2%	5.0%	4.2%
2000 Workers 16+ by Means of Transportation to Work			
Total	3,485	24,871	53,229
Drove Alone - Car, Truck, or Van	82.8%	85.0%	84.4%
Carpooled - Car, Truck, or Van	11.0%	8.8%	8.3%
Public Transportation	2.6%	1.9%	2.0%
Walked	1.3%	1.1%	1.1%
Other Means	0.3%	0.6%	0.7%
Worked at Home	2.1%	2.7%	3.5%
2000 Workers 16+ by Travel Time to Work			
Total	3,485	24,871	53,229
Did not Work at Home	97.9%	97.3%	96.5%
Less than 5 minutes	2.2%	1.9%	2.3%
5 to 9 minutes	9.6%	8.5%	8.5%
10 to 19 minutes	25.7%	23.7%	22.7%
20 to 24 minutes	13.8%	13.3%	15.6%
25 to 34 minutes	28.0%	31.3%	29.6%
35 to 44 minutes	9.7%	9.5%	8.9%
45 to 59 minutes	6.3%	5.6%	5.6%
60 to 89 minutes	1.7%	2.1%	2.1%
90 or more minutes	0.9%	1.5%	1.4%
Worked at Home	2.1%	2.7%	3.5%
Average Travel Time to Work (in min)	23.9	25.3	24.9
2000 Households by Vehicles Available			
Total	2,902	17,978	40,935
None	6.8%	3.9%	5.2%
1	36.9%	25.3%	27.5%
2	39.8%	49.2%	46.8%
3	10.5%	15.4%	15.1%
4	4.0%	4.4%	3.8%
5+	2.0%	1.8%	1.5%
Average Number of Vehicles Available	1.7	2.0	1.9

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2000 Households by Type			
Total	2,934	18,000	40,954
Family Households	66.8%	73.6%	70.5%
Married-couple Family	49.7%	61.1%	58.8%
With Related Children	24.4%	31.7%	29.6%
Other Family (No Spouse)	17.1%	12.4%	11.8%
With Related Children	12.1%	8.2%	7.7%
Nonfamily Households	33.2%	26.5%	29.5%
Householder Living Alone	27.2%	21.4%	24.8%
Householder Not Living Alone	6.0%	5.0%	4.7%
Households with Related Children	36.4%	39.9%	37.3%
Households with Persons 65+	17.8%	17.2%	20.6%
2000 Households by Size			
Total	2,934	18,000	40,954
1 Person Household	27.2%	21.4%	24.8%
2 Person Household	33.1%	33.0%	33.1%
3 Person Household	18.0%	18.2%	17.0%
4 Person Household	14.2%	17.5%	16.0%
5 Person Household	5.4%	7.2%	6.5%
6 Person Household	1.6%	2.0%	2.0%
7 + Person Household	0.5%	0.7%	0.6%
2000 Households by Year Householder Moved In			
Total	2,904	17,978	40,933
Moved in 1999 to March 2000	24.6%	19.5%	19.4%
Moved in 1995 to 1998	34.6%	31.3%	30.3%
Moved in 1990 to 1994	12.6%	16.8%	18.0%
Moved in 1980 to 1989	12.4%	14.6%	14.8%
Moved in 1970 to 1979	8.7%	10.6%	9.2%
Moved in 1969 or Earlier	7.2%	7.2%	8.3%
Median Year Householder Moved In	1996	1995	1995
2000 Housing Units by Units in Structure			
Total	3,011	18,660	42,604
1, Detached	58.3%	70.3%	68.1%
1, Attached	6.3%	4.8%	6.0%
2	1.3%	0.5%	0.8%
3 or 4	2.5%	1.6%	2.7%
5 to 9	7.8%	7.2%	6.4%
10 to 19	13.0%	9.4%	8.7%
20 +	10.6%	5.8%	7.1%
Mobile Home	0.4%	0.4%	0.2%
Other	0.0%	0.0%	0.0%
2000 Housing Units by Year Structure Built			
Total	3,011	18,659	42,603
1999 to March 2000	1.0%	1.7%	1.7%
1995 to 1998	8.9%	9.0%	8.2%
1990 to 1994	10.4%	13.0%	11.3%
1980 to 1989	11.8%	17.2%	17.1%
1970 to 1979	24.4%	25.6%	21.8%
1969 or Earlier	43.5%	33.6%	39.9%
Median Year Structure Built	1973	1976	1975

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1. Aspiring Young Families	Sophisticated Squires	Sophisticated Squires	
2. Inner City Tenants	Enterprising Professionals	Suburban Splendor	
3. Main Street, USA	Milk and Cookies	Up and Coming Families	
2010 Consumer Spending			
Apparel & Services: Total \$	\$5,200,021	\$41,382,787	\$94,690,396
Average Spent	\$1,618.75	\$2,101.65	\$2,142.24
Spending Potential Index	68	88	89
Computers & Accessories: Total \$	\$693,836	\$5,492,996	\$12,518,807
Average Spent	\$215.99	\$278.97	\$283.22
Spending Potential Index	98	127	129
Education: Total \$	\$3,779,959	\$31,258,362	\$71,743,204
Average Spent	\$1,176.69	\$1,587.48	\$1,623.09
Spending Potential Index	96	130	133
Entertainment/Recreation: Total \$	\$9,776,285	\$79,956,918	\$183,939,752
Average Spent	\$3,043.33	\$4,060.67	\$4,161.38
Spending Potential Index	94	126	129
Food at Home: Total \$	\$13,565,311	\$106,032,038	\$243,980,260
Average Spent	\$4,222.84	\$5,384.91	\$5,519.72
Spending Potential Index	94	120	123
Food Away from Home: Total \$	\$9,998,963	\$79,159,451	\$180,836,183
Average Spent	\$3,112.65	\$4,020.17	\$4,091.17
Spending Potential Index	97	125	127
Health Care: Total \$	\$10,440,130	\$84,491,994	\$199,173,267
Average Spent	\$3,249.98	\$4,290.99	\$4,506.02
Spending Potential Index	87	115	121
HH Furnishings & Equipment: Total \$	\$5,446,184	\$44,681,363	\$102,618,337
Average Spent	\$1,695.38	\$2,269.17	\$2,321.60
Spending Potential Index	82	110	113
Investments: Total \$	\$4,487,532	\$38,985,792	\$94,185,738
Average Spent	\$1,396.96	\$1,979.92	\$2,130.82
Spending Potential Index	80	114	123
Retail Goods: Total \$	\$71,288,493	\$574,508,642	\$1,319,904,833
Average Spent	\$22,191.91	\$29,176.82	\$29,861.02
Spending Potential Index	89	117	120
Shelter: Total \$	\$49,298,358	\$396,268,643	\$910,814,152
Average Spent	\$15,346.44	\$20,124.78	\$20,605.91
Spending Potential Index	97	127	131
TV/Video/Audio: Total \$	\$3,773,116	\$29,785,534	\$68,345,930
Average Spent	\$1,174.56	\$1,512.68	\$1,546.23
Spending Potential Index	95	122	125
Travel: Total \$	\$5,616,096	\$47,335,344	\$109,866,058
Average Spent	\$1,748.28	\$2,403.96	\$2,485.57
Spending Potential Index	92	127	131
Vehicle Maintenance & Repairs: Total \$	\$2,850,596	\$22,791,351	\$52,434,518
Average Spent	\$887.38	\$1,157.48	\$1,186.26
Spending Potential Index	94	123	126

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

March 27, 2012

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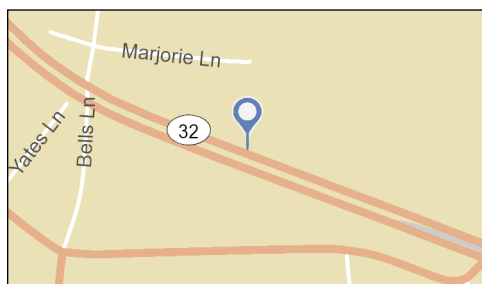
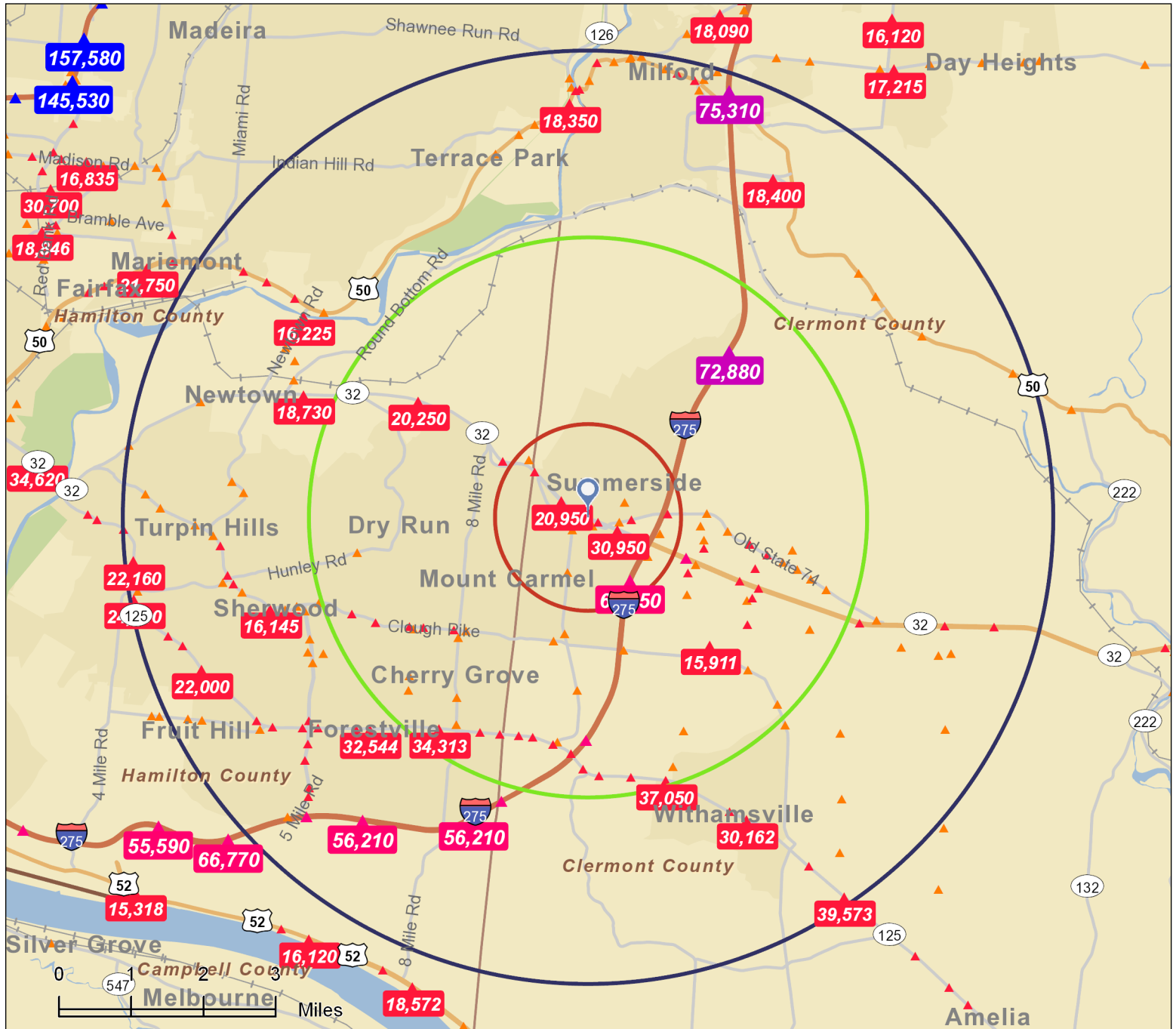
CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Traffic Count Map

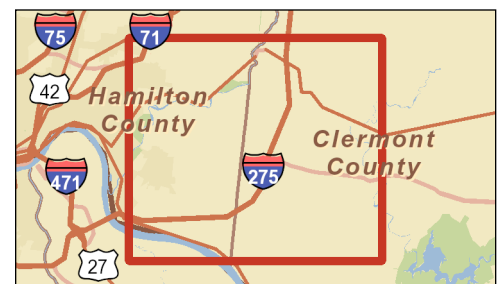
Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 1, 3, 5 Miles

www.ClermontCountyOhio.biz

Latitude: 39.10552
Longitude: -84.29619



Average Daily Traffic Volume
▲ Up to 6,000 vehicles per day
▲ 6,001 - 15,000
▲ 15,001 - 30,000
▲ 30,001 - 50,000
▲ 50,001 - 100,000
▲ More than 100,000 per day



Source: ©2011 MPSI (Market Planning Solutions Inc.) Systems Inc. d.b.a. DataMetrix®

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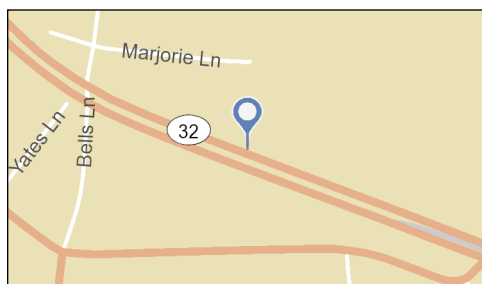
CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Traffic Count Map - Close Up

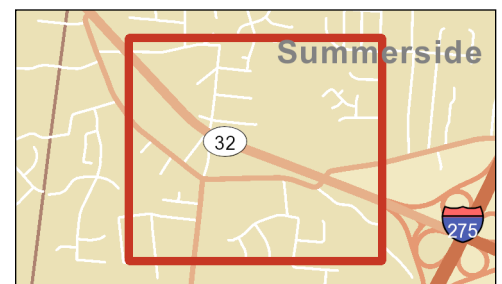
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March 27, 2012



Business Summary

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Rings: 1, 3, 5 miles radii

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Data for all businesses in area				1 mile		3 miles		5 miles				
Total Businesses:				259		1,741		3,877				
Total Employees:				2,733		21,406		45,341				
Total Residential Population:				7,551		51,523		112,442				
Employee/Residential Population Ratio:				0.36		0.42		0.40				
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	4	1.5%	42	1.5%	37	2.1%	252	1.2%	102	2.6%	552	1.2%
Construction	31	12.1%	182	6.6%	157	9.0%	590	2.8%	368	9.5%	2,025	4.5%
Manufacturing	10	3.8%	324	11.8%	46	2.7%	1,102	5.1%	153	3.9%	4,686	10.3%
Transportation	7	2.9%	110	4.0%	36	2.1%	973	4.5%	70	1.8%	1,293	2.9%
Communication	0	0.0%	0	0.0%	15	0.9%	39	0.2%	24	0.6%	69	0.2%
Utility	0	0.0%	4	0.1%	5	0.3%	103	0.5%	8	0.2%	138	0.3%
Wholesale Trade	10	3.9%	153	5.6%	87	5.0%	1,498	7.0%	205	5.3%	2,702	6.0%
Retail Trade Summary	49	19.0%	517	18.9%	454	26.1%	8,800	41.1%	904	23.3%	15,066	33.2%
Home Improvement	3	1.2%	49	1.8%	22	1.2%	529	2.5%	49	1.3%	799	1.8%
General Merchandise Stores	2	0.8%	73	2.7%	18	1.0%	1,822	8.5%	35	0.9%	2,353	5.2%
Food Stores	5	1.8%	52	1.9%	32	1.8%	969	4.5%	77	2.0%	2,207	4.9%
Auto Dealers, Gas Stations, Auto Aftermarket	11	4.1%	104	3.8%	55	3.2%	815	3.8%	114	2.9%	1,267	2.8%
Apparel & Accessory Stores	1	0.4%	3	0.1%	45	2.6%	352	1.6%	56	1.4%	428	0.9%
Furniture & Home Furnishings	5	2.1%	38	1.4%	53	3.0%	360	1.7%	99	2.5%	1,144	2.5%
Eating & Drinking Places	14	5.6%	158	5.8%	133	7.6%	3,080	14.4%	251	6.5%	5,179	11.4%
Miscellaneous Retail	8	2.9%	41	1.5%	98	5.7%	874	4.1%	222	5.7%	1,688	3.7%
Finance, Insurance, Real Estate Summary	23	8.9%	77	2.8%	182	10.4%	1,026	4.8%	422	10.9%	2,987	6.6%
Banks, Savings & Lending Institutions	4	1.5%	14	0.5%	50	2.9%	267	1.2%	102	2.6%	624	1.4%
Securities Brokers	1	0.5%	1	0.0%	17	1.0%	32	0.1%	59	1.5%	158	0.3%
Insurance Carriers & Agents	7	2.8%	20	0.7%	38	2.2%	243	1.1%	97	2.5%	1,059	2.3%
Real Estate, Holding, Other Investment Offices	10	4.0%	41	1.5%	78	4.5%	484	2.3%	164	4.2%	1,145	2.5%
Services Summary	116	44.9%	1,306	47.8%	670	38.5%	6,774	31.6%	1,485	38.3%	15,175	33.5%
Hotels & Lodging	0	0.0%	2	0.1%	8	0.5%	202	0.9%	13	0.3%	255	0.6%
Automotive Services	15	5.6%	52	1.9%	51	2.9%	226	1.1%	105	2.7%	510	1.1%
Motion Pictures & Amusements	20	7.7%	86	3.1%	68	3.9%	540	2.5%	118	3.0%	1,111	2.5%
Health Services	18	7.0%	196	7.2%	105	6.0%	1,470	6.9%	238	6.1%	3,794	8.4%
Legal Services	2	0.8%	20	0.7%	20	1.1%	97	0.5%	43	1.1%	172	0.4%
Education Institutions & Libraries	5	1.8%	271	9.9%	32	1.8%	1,326	6.2%	76	2.0%	2,875	6.3%
Other Services	56	21.8%	680	24.9%	386	22.1%	2,913	13.6%	893	23.0%	6,456	14.2%
Government	3	1.0%	20	0.7%	20	1.1%	227	1.1%	41	1.1%	607	1.3%
Other	5	1.9%	0	0.0%	33	1.9%	23	0.1%	94	2.4%	41	0.1%
Totals	259	100%	2,733	100%	1,741	100%	21,406	100%	3,877	100%	45,341	100%

Source: Business data provided by Infogroup, Omaha NE Copyright 2010, all rights reserved. Esri forecasts for 2010.

March 27, 2012



Business Summary

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Rings: 1, 3, 5 miles radii

www.ClermontCountyOhio.biz
Latitude: 39.10552
Longitude: -84.29619

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	0.3%	0	0.0%	3	0.2%	12	0.1%	6	0.2%	29	0.1%
Mining	0	0.0%	0	0.0%	2	0.1%	6	0.0%	4	0.1%	12	0.0%
Utilities	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	4	0.0%
Construction	32	12.5%	183	6.7%	166	9.5%	623	2.9%	389	10.0%	2,121	4.7%
Manufacturing	11	4.4%	326	11.9%	52	3.0%	1,097	5.1%	162	4.2%	4,635	10.2%
Wholesale Trade	10	3.9%	153	5.6%	83	4.8%	1,441	6.7%	196	5.1%	2,584	5.7%
Retail Trade	35	13.3%	360	13.2%	315	18.1%	5,695	26.6%	631	16.3%	9,802	21.6%
Motor Vehicle & Parts Dealers	7	2.6%	80	2.9%	39	2.2%	743	3.5%	78	2.0%	1,099	2.4%
Furniture & Home Furnishings Stores	1	0.3%	9	0.3%	21	1.2%	226	1.1%	41	1.0%	317	0.7%
Electronics & Appliance Stores	5	1.8%	30	1.1%	25	1.5%	117	0.5%	45	1.2%	824	1.8%
Bldg Material & Garden Equipment & Supplies Dealers	3	1.2%	49	1.8%	22	1.2%	529	2.5%	48	1.2%	799	1.8%
Food & Beverage Stores	6	2.2%	55	2.0%	25	1.5%	954	4.5%	66	1.7%	2,170	4.8%
Health & Personal Care Stores	0	0.2%	2	0.1%	20	1.1%	223	1.0%	53	1.4%	666	1.5%
Gasoline Stations	4	1.6%	24	0.9%	16	0.9%	72	0.3%	36	0.9%	169	0.4%
Clothing & Clothing Accessories Stores	2	0.9%	12	0.4%	55	3.2%	424	2.0%	72	1.8%	521	1.1%
Sport Goods, Hobby, Book, & Music Stores	1	0.6%	15	0.5%	30	1.7%	308	1.4%	59	1.5%	384	0.8%
General Merchandise Stores	2	0.8%	73	2.7%	18	1.0%	1,822	8.5%	35	0.9%	2,353	5.2%
Miscellaneous Store Retailers	2	0.8%	10	0.4%	40	2.3%	257	1.2%	91	2.3%	462	1.0%
Nonstore Retailers	1	0.4%	2	0.1%	4	0.2%	20	0.1%	7	0.2%	37	0.1%
Transportation & Warehousing	8	3.2%	111	4.1%	33	1.9%	937	4.4%	61	1.6%	1,240	2.7%
Information	2	0.9%	68	2.5%	31	1.8%	187	0.9%	69	1.8%	408	0.9%
Finance & Insurance	13	4.9%	36	1.3%	104	6.0%	542	2.5%	260	6.7%	1,857	4.1%
Central Bank/Credit Intermediation & Related Activities	4	1.5%	14	0.5%	50	2.9%	267	1.2%	102	2.6%	624	1.4%
Securities, Commodity Contracts & Other Financial	1	0.5%	1	0.0%	17	1.0%	32	0.1%	59	1.5%	158	0.3%
Insurance Carriers & Related Activities; Funds, Trusts &	7	2.8%	20	0.7%	38	2.2%	243	1.1%	99	2.6%	1,075	2.4%
Real Estate, Rental & Leasing	11	4.4%	32	1.2%	89	5.1%	520	2.4%	186	4.8%	1,217	2.7%
Professional, Scientific & Tech Services	22	8.7%	144	5.3%	167	9.6%	1,141	5.3%	381	9.8%	2,638	5.8%
Legal Services	3	1.3%	30	1.1%	29	1.6%	123	0.6%	55	1.4%	221	0.5%
Management of Companies & Enterprises	0	0.0%	0	0.0%	2	0.1%	13	0.1%	5	0.1%	49	0.1%
Administrative & Support & Waste Management & Remediation	11	4.3%	35	1.3%	85	4.9%	504	2.4%	204	5.3%	985	2.2%
Educational Services	7	2.5%	267	9.8%	46	2.7%	1,352	6.3%	94	2.4%	3,012	6.6%
Health Care & Social Assistance	23	8.9%	657	24.0%	134	7.7%	2,306	10.8%	306	7.9%	5,156	11.4%
Arts, Entertainment & Recreation	17	6.6%	73	2.7%	47	2.7%	483	2.3%	79	2.0%	969	2.1%
Accommodation & Food Services	15	5.6%	159	5.8%	145	8.3%	3,297	15.4%	271	7.0%	5,464	12.1%
Accommodation	0	0.0%	2	0.1%	8	0.5%	202	0.9%	13	0.3%	255	0.6%
Food Services & Drinking Places	15	5.6%	158	5.8%	136	7.8%	3,096	14.5%	258	6.7%	5,209	11.5%
Other Services (except Public Administration)	32	12.5%	108	3.9%	184	10.5%	950	4.4%	431	11.1%	2,441	5.4%
Automotive Repair & Maintenance	12	4.8%	47	1.7%	38	2.2%	191	0.9%	82	2.1%	454	1.0%
Public Administration	3	1.0%	20	0.7%	20	1.1%	227	1.1%	41	1.1%	607	1.3%
Unclassified Establishments	5	1.9%	0	0.0%	35	2.0%	73	0.3%	98	2.5%	112	0.2%
Total	259	100%	2,733	100%	1,741	100%	21,406	100%	3,877	100%	45,341	100%

Source: Business data provided by Infogroup, Omaha NE Copyright 2010, all rights reserved. Esri forecasts for 2010.

March 27, 2012



Retail MarketPlace Profile

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 1 mile radius

www.ClermontCountyOhio.biz
Latitude: 39.10552
Longitude: -84.29619

Summary Demographics

2010 Population	7,551
2010 Households	3,212
2010 Median Disposable Income	\$42,735
2010 Per Capita Income	\$27,096

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$78,275,389	\$64,874,350	\$13,401,039	9.4	50
Total Retail Trade	44-45	\$66,686,869	\$56,877,236	\$9,809,632	7.9	34
Total Food & Drink	722	\$11,588,521	\$7,997,114	\$3,591,407	18.3	15

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$15,780,538	\$5,424,699	\$10,355,839	48.8	6
Automobile Dealers	4411	\$13,457,932	\$232,170	\$13,225,762	96.6	0
Other Motor Vehicle Dealers	4412	\$1,080,838	\$3,643,328	\$-2,562,491	-54.2	1
Auto Parts, Accessories & Tire Stores	4413	\$1,241,769	\$1,549,200	\$-307,432	-11.0	4
Furniture & Home Furnishings Stores	442	\$1,179,073	\$1,058,234	\$120,839	5.4	1
Furniture Stores	4421	\$627,596	\$996,345	\$-368,749	-22.7	1
Home Furnishings Stores	4422	\$551,477	\$61,889	\$489,588	79.8	0
Electronics & Appliance Stores	4431	\$2,784,462	\$2,543,262	\$241,200	4.5	5
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,461,127	\$1,363,863	\$1,097,265	28.7	3
Bldg Material & Supplies Dealers	4441	\$2,324,501	\$1,313,395	\$1,011,106	27.8	3
Lawn & Garden Equip & Supply Stores	4442	\$136,626	\$50,468	\$86,159	46.1	0
Food & Beverage Stores	445	\$11,882,485	\$17,752,538	\$-5,870,053	-19.8	6
Grocery Stores	4451	\$11,353,654	\$17,282,088	\$-5,928,434	-20.7	4
Specialty Food Stores	4452	\$187,345	\$212,932	\$-25,587	-6.4	1
Beer, Wine & Liquor Stores	4453	\$341,486	\$257,517	\$83,969	14.0	1
Health & Personal Care Stores	446,4461	\$1,390,644	\$809,546	\$581,098	26.4	1
Gasoline Stations	447,4471	\$11,054,457	\$16,268,547	\$-5,214,090	-19.1	3
Clothing & Clothing Accessories Stores	448	\$2,052,122	\$535,160	\$1,516,961	58.6	2
Clothing Stores	4481	\$1,499,674	\$117,953	\$1,381,721	85.4	1
Shoe Stores	4482	\$319,845	\$69,166	\$250,679	64.4	0
Jewelry, Luggage & Leather Goods Stores	4483	\$232,603	\$348,041	\$-115,439	-19.9	1
Sporting Goods, Hobby, Book & Music Stores	451	\$362,515	\$374,052	\$-11,536	-1.6	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$267,501	\$374,052	\$-106,551	-16.6	1
Book, Periodical & Music Stores	4512	\$95,014	\$0	\$95,014	100.0	0
General Merchandise Stores	452	\$10,923,341	\$9,571,053	\$1,352,288	6.6	2
Department Stores Excluding Leased Depts.	4521	\$4,644,442	\$3,864,274	\$780,168	9.2	0
Other General Merchandise Stores	4529	\$6,278,899	\$5,706,778	\$572,120	4.8	2
Miscellaneous Store Retailers	453	\$967,551	\$368,200	\$599,351	44.9	3
Florists	4531	\$56,132	\$47,487	\$8,645	8.3	1
Office Supplies, Stationery & Gift Stores	4532	\$340,238	\$163,469	\$176,769	35.1	1
Used Merchandise Stores	4533	\$27,683	\$19,292	\$8,391	17.9	0
Other Miscellaneous Store Retailers	4539	\$543,497	\$137,952	\$405,545	59.5	0
Nonstore Retailers	454	\$5,848,553	\$808,084	\$5,040,469	75.7	1
Electronic Shopping & Mail-Order Houses	4541	\$5,398,787	\$683,041	\$4,715,747	77.5	0
Vending Machine Operators	4542	\$33,104	\$117,133	\$-84,029	-55.9	1
Direct Selling Establishments	4543	\$416,662	\$7,910	\$408,752	96.3	0
Food Services & Drinking Places	722	\$11,588,521	\$7,997,114	\$3,591,407	18.3	15
Full-Service Restaurants	7221	\$4,193,109	\$3,140,294	\$1,052,815	14.4	6
Limited-Service Eating Places	7222	\$6,353,318	\$2,439,775	\$3,913,543	44.5	4
Special Food Services	7223	\$815,408	\$1,909,055	\$-1,093,646	-40.1	3
Drinking Places - Alcoholic Beverages	7224	\$226,686	\$507,991	\$-281,305	-38.3	2

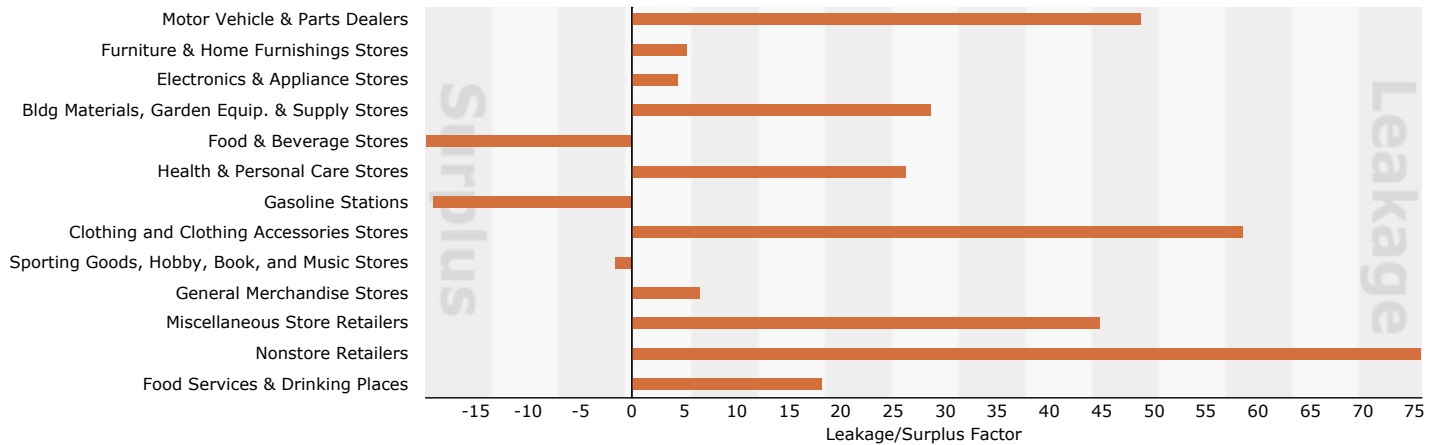
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Source: Esri and Infogroup

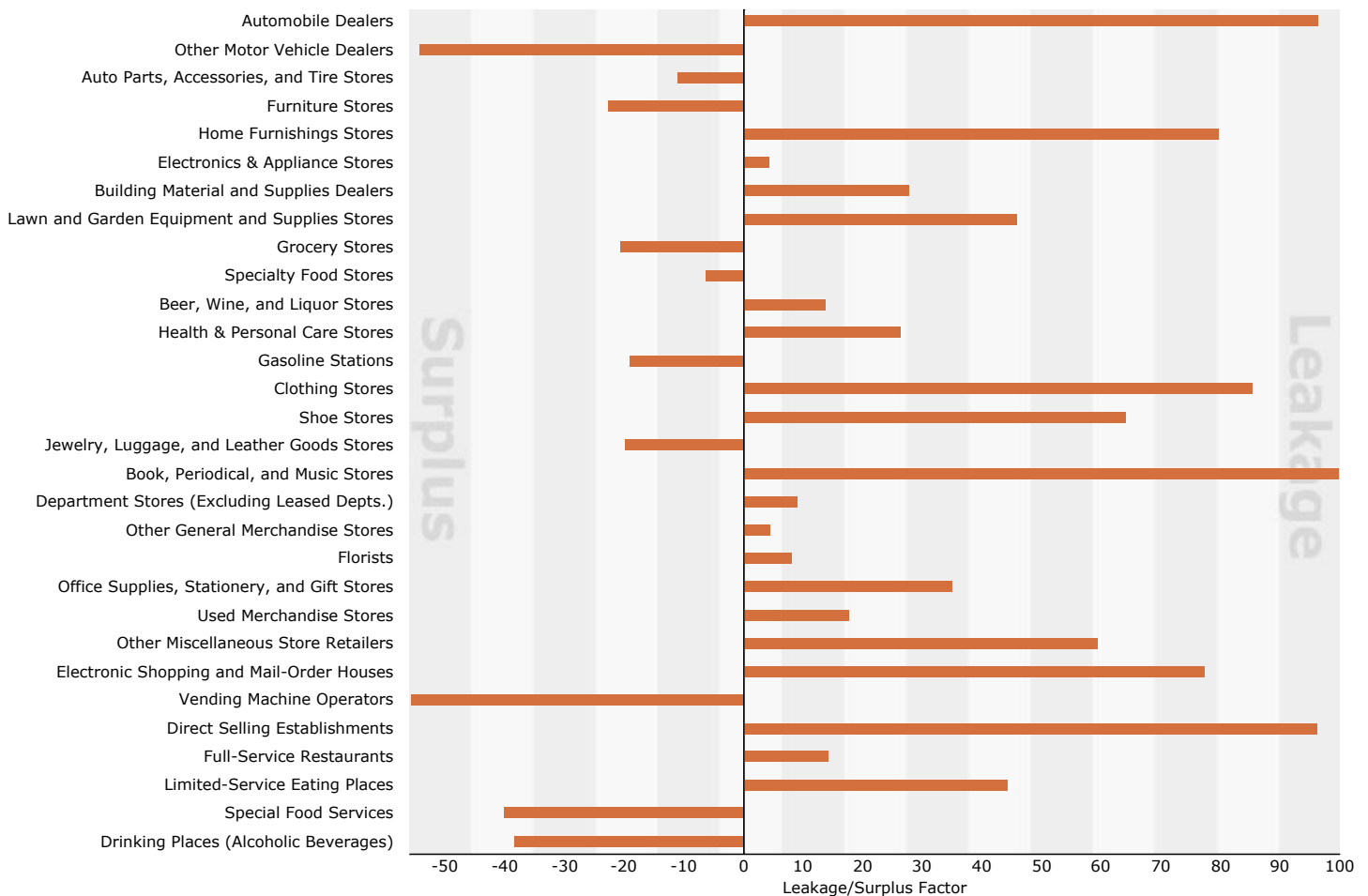
March 27, 2012

Made with Esri Business Analyst

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 3 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.10552
Longitude: -84.29619

Summary Demographics

2010 Population	51,523
2010 Households	19,691
2010 Median Disposable Income	\$54,269
2010 Per Capita Income	\$33,032

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$623,950,828	\$770,321,076	\$-146,370,248	-10.5	452
Total Retail Trade	44-45	\$531,108,943	\$639,411,721	\$-108,302,778	-9.3	317
Total Food & Drink	722	\$92,841,885	\$130,909,355	\$-38,067,470	-17.0	135

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$126,507,966	\$147,112,959	\$-20,604,993	-7.5	35
Automobile Dealers	4411	\$107,698,922	\$113,839,315	\$-6,140,393	-2.8	13
Other Motor Vehicle Dealers	4412	\$9,041,378	\$24,239,076	\$-15,197,698	-45.7	5
Auto Parts, Accessories & Tire Stores	4413	\$9,767,666	\$9,034,568	\$733,098	3.9	17
Furniture & Home Furnishings Stores	442	\$11,813,889	\$23,262,361	\$-11,448,472	-32.6	19
Furniture Stores	4421	\$6,716,668	\$19,877,644	\$-13,160,976	-49.5	12
Home Furnishings Stores	4422	\$5,097,221	\$3,384,717	\$1,712,504	20.2	7
Electronics & Appliance Stores	4431	\$22,330,215	\$14,071,576	\$8,258,638	22.7	24
Bldg Materials, Garden Equip. & Supply Stores	444	\$20,849,208	\$40,160,021	\$-19,310,813	-31.7	21
Bldg Material & Supplies Dealers	4441	\$19,627,346	\$38,486,573	\$-18,859,228	-32.5	16
Lawn & Garden Equip & Supply Stores	4442	\$1,221,862	\$1,673,447	\$-451,585	-15.6	5
Food & Beverage Stores	445	\$93,387,573	\$130,582,680	\$-37,195,107	-16.6	25
Grocery Stores	4451	\$88,175,486	\$127,251,654	\$-39,076,169	-18.1	17
Specialty Food Stores	4452	\$2,012,157	\$1,608,909	\$403,248	11.1	6
Beer, Wine & Liquor Stores	4453	\$3,199,931	\$1,722,116	\$1,477,815	30.0	2
Health & Personal Care Stores	446,4461	\$13,489,494	\$12,789,776	\$699,718	2.7	23
Gasoline Stations	447,4471	\$85,622,657	\$53,350,453	\$32,272,204	23.2	15
Clothing & Clothing Accessories Stores	448	\$19,449,324	\$25,060,748	\$-5,611,424	-12.6	54
Clothing Stores	4481	\$14,421,870	\$18,478,673	\$-4,056,803	-12.3	33
Shoe Stores	4482	\$2,641,078	\$3,250,662	\$-609,585	-10.3	10
Jewelry, Luggage & Leather Goods Stores	4483	\$2,386,376	\$3,331,412	\$-945,036	-16.5	11
Sporting Goods, Hobby, Book & Music Stores	451	\$4,300,846	\$10,142,441	\$-5,841,595	-40.4	31
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,878,185	\$6,577,687	\$-3,699,501	-39.1	27
Book, Periodical & Music Stores	4512	\$1,422,661	\$3,564,754	\$-2,142,094	-42.9	4
General Merchandise Stores	452	\$84,861,742	\$166,370,776	\$-81,509,034	-32.4	18
Department Stores Excluding Leased Depts.	4521	\$34,686,069	\$93,950,297	\$-59,264,228	-46.1	8
Other General Merchandise Stores	4529	\$50,175,673	\$72,420,479	\$-22,244,806	-18.1	10
Miscellaneous Store Retailers	453	\$9,229,133	\$8,600,952	\$628,181	3.5	48
Florists	4531	\$677,823	\$406,568	\$271,255	25.0	5
Office Supplies, Stationery & Gift Stores	4532	\$3,494,315	\$4,354,699	\$-860,384	-11.0	17
Used Merchandise Stores	4533	\$401,687	\$748,496	\$-346,809	-30.2	9
Other Miscellaneous Store Retailers	4539	\$4,655,309	\$3,091,190	\$1,564,119	20.2	17
Nonstore Retailers	454	\$39,266,896	\$7,906,978	\$31,359,918	66.5	4
Electronic Shopping & Mail-Order Houses	4541	\$31,740,609	\$7,578,480	\$24,162,129	61.5	2
Vending Machine Operators	4542	\$1,008,854	\$134,703	\$874,151	76.4	1
Direct Selling Establishments	4543	\$6,517,433	\$193,795	\$6,323,638	94.2	1
Food Services & Drinking Places	722	\$92,841,885	\$130,909,355	\$-38,067,470	-17.0	135
Full-Service Restaurants	7221	\$36,221,993	\$40,449,186	\$-4,227,193	-5.5	57
Limited-Service Eating Places	7222	\$47,924,638	\$86,137,326	\$-38,212,688	-28.5	67
Special Food Services	7223	\$6,611,029	\$3,356,488	\$3,254,541	32.7	5
Drinking Places - Alcoholic Beverages	7224	\$2,084,225	\$966,355	\$1,117,870	36.6	6

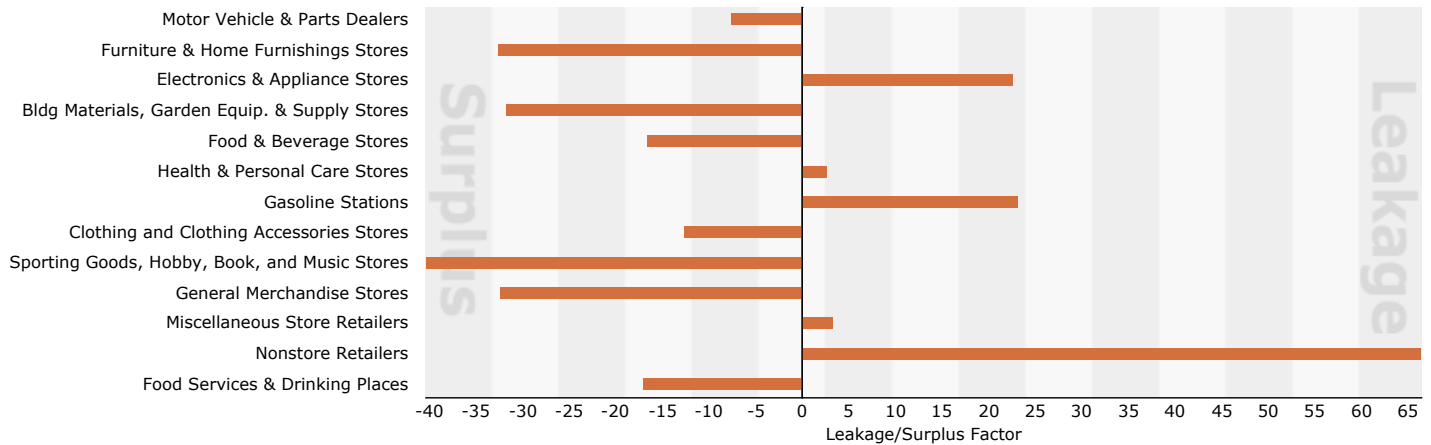
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Source: Esri and Infogroup

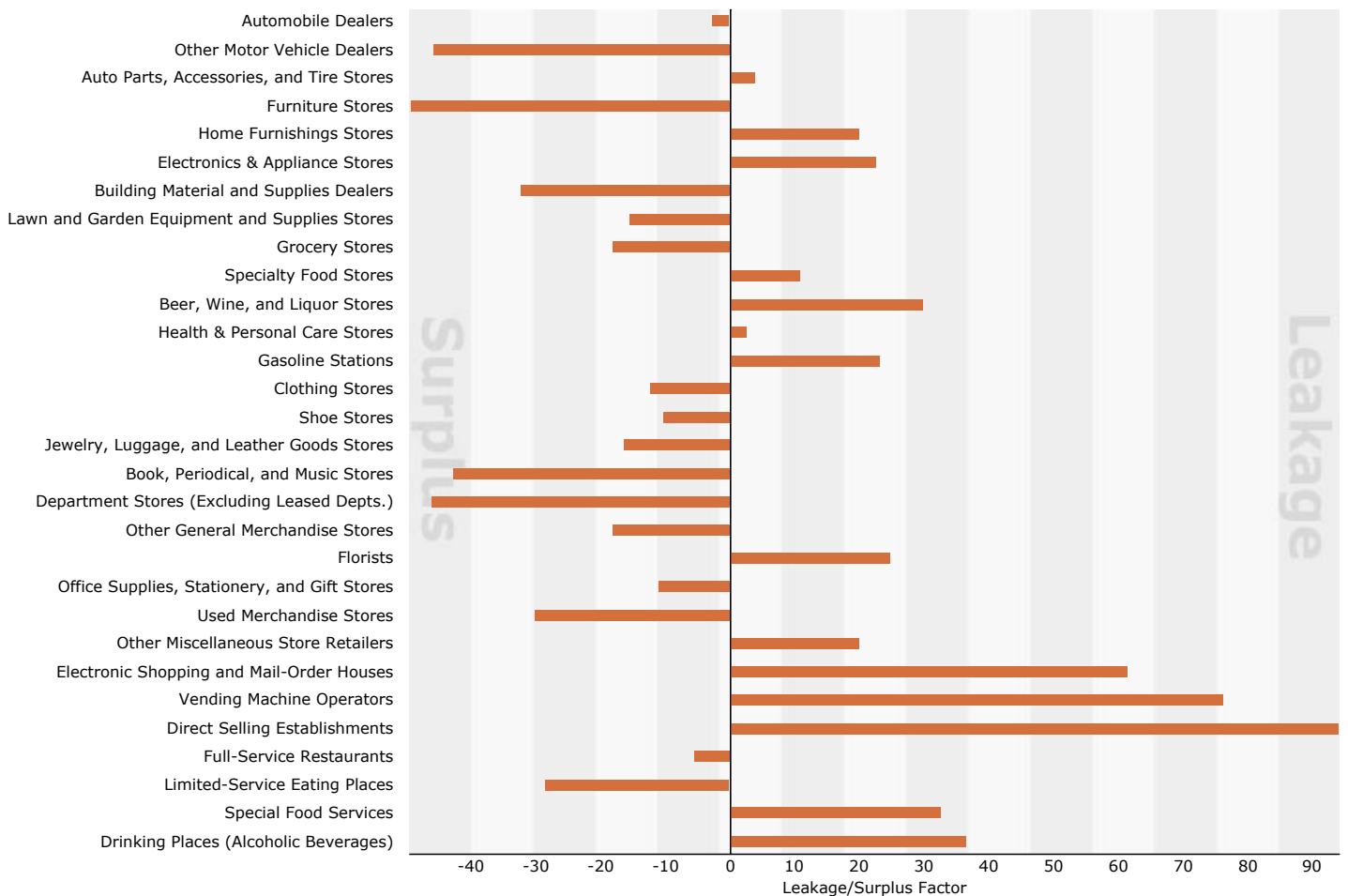
March 27, 2012

Made with Esri Business Analyst

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 5 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.10552
Longitude: -84.29619

Summary Demographics

2010 Population	112,442
2010 Households	44,202
2010 Median Disposable Income	\$53,261
2010 Per Capita Income	\$34,738

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$1,429,440,593	\$1,381,820,267	\$47,620,326	1.7	886
Total Retail Trade	44-45	\$1,216,551,982	\$1,160,562,495	\$55,989,486	2.4	626
Total Food & Drink	722	\$212,888,612	\$221,257,772	\$-8,369,160	-1.9	260

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$288,542,120	\$260,105,910	\$28,436,210	5.2	71
Automobile Dealers	4411	\$245,297,034	\$220,548,223	\$24,748,811	5.3	34
Other Motor Vehicle Dealers	4412	\$20,922,974	\$26,734,880	\$-5,811,906	-12.2	10
Auto Parts, Accessories & Tire Stores	4413	\$22,322,112	\$12,822,807	\$9,499,304	27.0	27
Furniture & Home Furnishings Stores	442	\$29,427,761	\$32,162,896	\$-2,735,136	-4.4	38
Furniture Stores	4421	\$17,091,550	\$24,434,410	\$-7,342,860	-17.7	21
Home Furnishings Stores	4422	\$12,336,211	\$7,728,486	\$4,607,724	23.0	17
Electronics & Appliance Stores	4431	\$50,945,572	\$65,883,069	\$-14,937,497	-12.8	42
Bldg Materials, Garden Equip. & Supply Stores	444	\$48,641,992	\$46,952,586	\$1,689,406	1.8	46
Bldg Material & Supplies Dealers	4441	\$45,726,170	\$41,953,568	\$3,772,602	4.3	30
Lawn & Garden Equip & Supply Stores	4442	\$2,915,822	\$4,999,018	\$-2,083,196	-26.3	16
Food & Beverage Stores	445	\$214,652,777	\$258,142,692	\$-43,489,915	-9.2	61
Grocery Stores	4451	\$201,412,650	\$245,167,024	\$-43,754,374	-9.8	38
Specialty Food Stores	4452	\$5,274,101	\$6,437,662	\$-1,163,561	-9.9	15
Beer, Wine & Liquor Stores	4453	\$7,966,026	\$6,538,006	\$1,428,020	9.8	9
Health & Personal Care Stores	446,4461	\$34,270,310	\$48,484,863	\$-14,214,553	-17.2	58
Gasoline Stations	447,4471	\$193,907,451	\$122,213,205	\$71,694,245	22.7	34
Clothing & Clothing Accessories Stores	448	\$47,874,436	\$30,933,360	\$16,941,076	21.5	73
Clothing Stores	4481	\$35,690,740	\$21,737,155	\$13,953,585	24.3	44
Shoe Stores	4482	\$6,175,759	\$4,960,919	\$1,214,840	10.9	13
Jewelry, Luggage & Leather Goods Stores	4483	\$6,007,937	\$4,235,286	\$1,772,651	17.3	16
Sporting Goods, Hobby, Book & Music Stores	451	\$11,367,140	\$13,326,550	\$-1,959,410	-7.9	62
Sporting Goods/Hobby/Musical Instr Stores	4511	\$7,367,508	\$9,277,850	\$-1,910,342	-11.5	57
Book, Periodical & Music Stores	4512	\$3,999,632	\$4,048,700	\$-49,068	-0.6	6
General Merchandise Stores	452	\$192,274,226	\$251,227,634	\$-58,953,408	-13.3	33
Department Stores Excluding Leased Depts.	4521	\$76,458,106	\$131,848,463	\$-55,390,357	-26.6	13
Other General Merchandise Stores	4529	\$115,816,120	\$119,379,171	\$-3,563,051	-1.5	20
Miscellaneous Store Retailers	453	\$22,913,837	\$15,324,969	\$7,588,869	19.8	101
Florists	4531	\$1,799,459	\$1,502,864	\$296,595	9.0	16
Office Supplies, Stationery & Gift Stores	4532	\$8,936,672	\$7,067,098	\$1,869,574	11.7	29
Used Merchandise Stores	4533	\$1,119,256	\$1,295,848	\$-176,592	-7.3	20
Other Miscellaneous Store Retailers	4539	\$11,058,450	\$5,459,159	\$5,599,292	33.9	36
Nonstore Retailers	454	\$81,734,360	\$15,804,761	\$65,929,599	67.6	7
Electronic Shopping & Mail-Order Houses	4541	\$59,562,949	\$14,954,639	\$44,608,311	59.9	3
Vending Machine Operators	4542	\$3,206,687	\$331,907	\$2,874,780	81.2	2
Direct Selling Establishments	4543	\$18,964,723	\$518,215	\$18,446,508	94.7	1
Food Services & Drinking Places	722	\$212,888,612	\$221,257,772	\$-8,369,160	-1.9	260
Full-Service Restaurants	7221	\$86,039,840	\$76,969,977	\$9,069,863	5.6	119
Limited-Service Eating Places	7222	\$106,461,316	\$135,332,568	\$-28,871,251	-11.9	118
Special Food Services	7223	\$15,254,740	\$6,725,192	\$8,529,548	38.8	11
Drinking Places - Alcoholic Beverages	7224	\$5,132,715	\$2,230,036	\$2,902,679	39.4	12

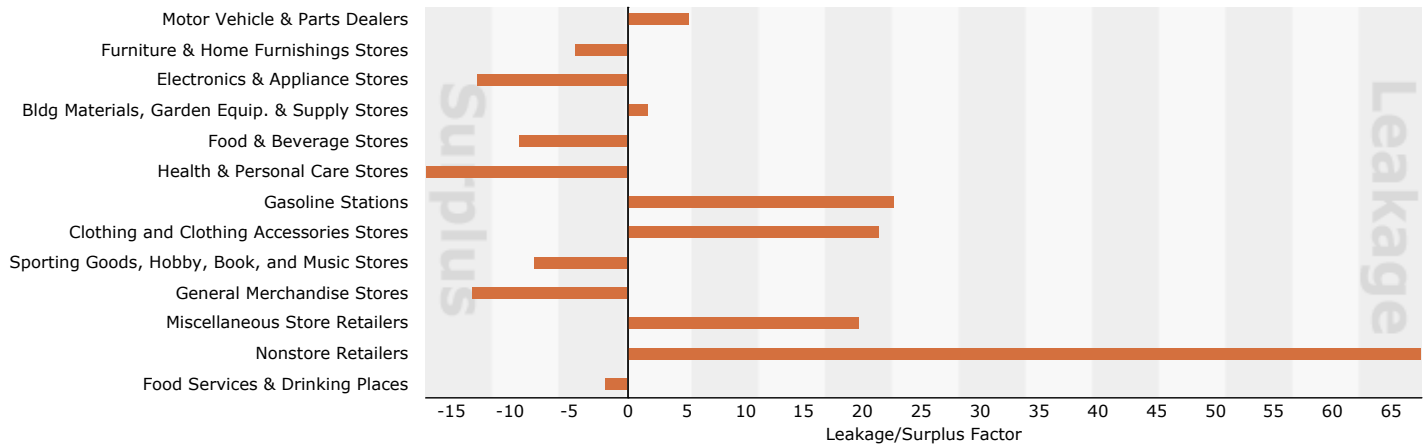
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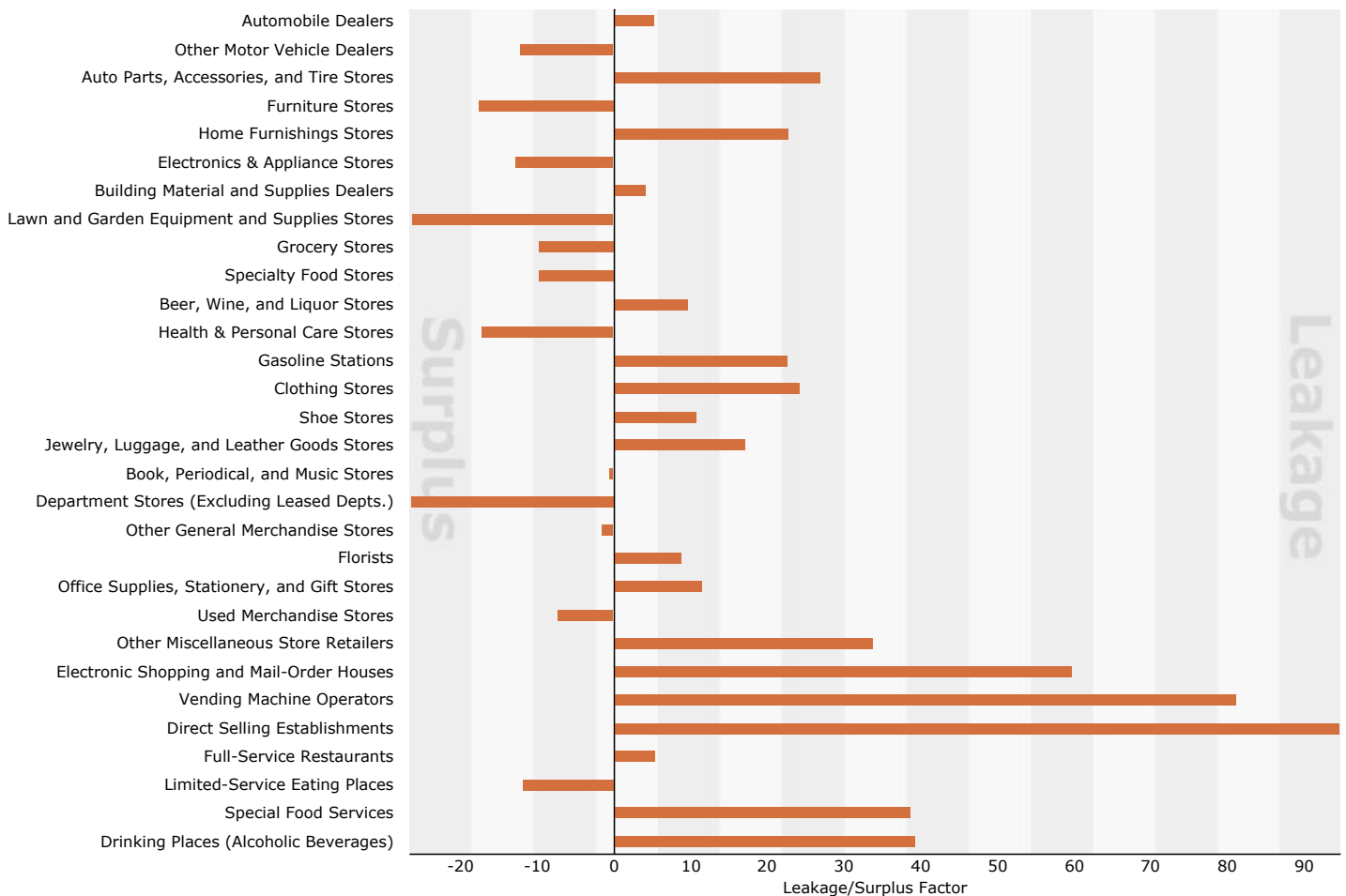
March 27, 2012

Made with Esri Business Analyst

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail Market Potential

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 1 mile radius

www.ClermontCountyOhio.biz
Latitude: 39.10552
Longitude: -84.29619

Demographic Summary		2010	2015
Population		7,551	7,747
Total Number of Adults		5,624	5,769
Households		3,212	3,316
Median Household Income		\$52,576	\$61,249

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	2,853	50.7%	102
Bought any women's apparel in last 12 months	2,683	47.7%	105
Bought apparel for child <13 in last 6 months	1,781	31.7%	111
Bought any shoes in last 12 months	3,027	53.8%	103
Bought costume jewelry in last 12 months	1,234	21.9%	105
Bought any fine jewelry in last 12 months	1,308	23.3%	106
Bought a watch in last 12 months	1,151	20.5%	106
Automobiles (Households)			
HH owns/leases any vehicle	2,803	87.3%	101
HH bought/leased new vehicle last 12 mo	305	9.5%	99
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	4,920	87.5%	101
Bought/changed motor oil in last 12 months	3,046	54.2%	104
Had tune-up in last 12 months	1,835	32.6%	105
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	3,574	63.5%	103
Drank regular cola in last 6 months	3,081	54.8%	107
Drank beer/ale in last 6 months	2,416	43.0%	101
Cameras & Film (Adults)			
Bought any camera in last 12 months	730	13.0%	101
Bought film in last 12 months	1,108	19.7%	103
Bought digital camera in last 12 months	371	6.6%	96
Bought memory card for camera in last 12 months	463	8.2%	108
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	2,189	38.9%	110
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	1,128	20.1%	94
Avg monthly cell/mobile phone/PDA bill: \$50-99	1,879	33.4%	103
Avg monthly cell/mobile phone/PDA bill: \$100+	1,358	24.1%	114
Computers (Households)			
HH owns a personal computer	2,448	76.2%	103
Spent <\$500 on most recent home PC purchase	316	9.8%	113
Spent \$500-\$999 on most recent home PC purchase	612	19.1%	107
Spent \$1000-\$1499 on most recent home PC purchase	422	13.1%	101
Spent \$1500-\$1999 on most recent home PC purchase	227	7.1%	100
Spent \$2000+ on most recent home PC purchase	176	5.5%	88

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.10552
Longitude: -84.29619

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	3,657	65.0%	108
Bought cigarettes at convenience store in last 30 days	1,049	18.7%	120
Bought gas at convenience store in last 30 days	2,075	36.9%	110
Spent at convenience store in last 30 days: <\$20	483	8.6%	89
Spent at convenience store in last 30 days: \$20-39	602	10.7%	105
Spent at convenience store in last 30 days: \$40+	2,328	41.4%	115
Entertainment (Adults)			
Attended movies in last 6 months	3,446	61.3%	104
Went to live theater in last 12 months	744	13.2%	101
Went to a bar/night club in last 12 months	1,144	20.3%	107
Dined out in last 12 months	2,699	48.0%	97
Gambled at a casino in last 12 months	1,048	18.6%	116
Visited a theme park in last 12 months	1,305	23.2%	108
DVDs rented in last 30 days: 1	168	3.0%	113
DVDs rented in last 30 days: 2	256	4.6%	98
DVDs rented in last 30 days: 3	163	2.9%	91
DVDs rented in last 30 days: 4	225	4.0%	103
DVDs rented in last 30 days: 5+	899	16.0%	121
DVDs purchased in last 30 days: 1	312	5.5%	111
DVDs purchased in last 30 days: 2	306	5.4%	115
DVDs purchased in last 30 days: 3-4	277	4.9%	106
DVDs purchased in last 30 days: 5+	365	6.5%	125
Spent on toys/games in last 12 months: <\$50	352	6.3%	103
Spent on toys/games in last 12 months: \$50-\$99	155	2.8%	100
Spent on toys/games in last 12 months: \$100-\$199	389	6.9%	96
Spent on toys/games in last 12 months: \$200-\$499	702	12.5%	115
Spent on toys/games in last 12 months: \$500+	366	6.5%	113
Financial (Adults)			
Have home mortgage (1st)	1,048	18.6%	97
Used ATM/cash machine in last 12 months	3,158	56.2%	111
Own any stock	415	7.4%	80
Own U.S. savings bond	377	6.7%	98
Own shares in mutual fund (stock)	457	8.1%	86
Own shares in mutual fund (bonds)	280	5.0%	84
Used full service brokerage firm in last 12 months	276	4.9%	79
Have savings account	2,177	38.7%	106
Have 401K retirement savings	1,030	18.3%	103
Did banking over the Internet in last 12 months	1,697	30.2%	111
Own any credit/debit card (in own name)	4,207	74.8%	101
Avg monthly credit card expenditures: <\$111	788	14.0%	101
Avg monthly credit card expenditures: \$111-225	441	7.8%	101
Avg monthly credit card expenditures: \$226-450	413	7.3%	98
Avg monthly credit card expenditures: \$451-700	331	5.9%	92
Avg monthly credit card expenditures: \$701+	607	10.8%	81

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.10552

Longitude: -84.29619

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	4,118	73.2%	103
Used bread in last 6 months	5,456	97.0%	100
Used chicken/turkey (fresh or frozen) in last 6 months	4,438	78.9%	102
Used fish/seafood (fresh or frozen) in last 6 months	3,047	54.2%	102
Used fresh fruit/vegetables in last 6 months	4,887	86.9%	99
Used fresh milk in last 6 months	5,165	91.8%	101
Health (Adults)			
Exercise at home 2+ times per week	1,724	30.7%	102
Exercise at club 2+ times per week	679	12.1%	98
Visited a doctor in last 12 months	4,280	76.1%	98
Used vitamin/dietary supplement in last 6 months	2,656	47.2%	97
Home (Households)			
Any home improvement in last 12 months	934	29.1%	92
Used housekeeper/maid/prof HH cleaning service in the last 12 months	439	13.7%	88
Purchased any HH furnishing in last 12 months	990	30.8%	103
Purchased bedding/bath goods in last 12 months	1,846	57.5%	105
Purchased cooking/serving product in last 12 months	912	28.4%	103
Bought any kitchen appliance in last 12 months	557	17.3%	99
Insurance (Adults)			
Currently carry any life insurance	2,653	47.2%	99
Have medical/hospital/accident insurance	3,969	70.6%	98
Carry homeowner insurance	2,689	47.8%	91
Carry renter insurance	384	6.8%	111
Have auto/other vehicle insurance	4,760	84.6%	102
Pets (Households)			
HH owns any pet	1,590	49.5%	96
HH owns any cat	722	22.5%	93
HH owns any dog	1,130	35.2%	93
Reading Materials (Adults)			
Bought book in last 12 months	2,891	51.4%	102
Read any daily newspaper	2,170	38.6%	93
Heavy magazine reader	1,276	22.7%	114
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	4,210	74.9%	104
Went to family restaurant/steak house last mo: <2 times	1,397	24.8%	97
Went to family restaurant/steak house last mo: 2-4 times	1,612	28.7%	106
Went to family restaurant/steak house last mo: 5+ times	1,201	21.4%	110
Went to fast food/drive-in restaurant in last 6 mo	5,092	90.5%	102
Went to fast food/drive-in restaurant <6 times/mo	1,880	33.4%	95
Went to fast food/drive-in restaurant 6-13 times/mo	1,643	29.2%	101
Went to fast food/drive-in restaurant 14+ times/mo	1,569	27.9%	112
Fast food/drive-in last 6 mo: eat in	1,953	34.7%	92
Fast food/drive-in last 6 mo: home delivery	698	12.4%	119
Fast food/drive-in last 6 mo: take-out/drive-thru	3,243	57.7%	110
Fast food/drive-in last 6 mo: take-out/walk-in	1,470	26.1%	106

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.10552
Longitude: -84.29619

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	1,966	61.2%	95
HH average monthly long distance phone bill: <\$16	905	28.2%	102
HH average monthly long distance phone bill: \$16-25	341	10.6%	93
HH average monthly long distance phone bill: \$26-59	264	8.2%	90
HH average monthly long distance phone bill: \$60+	120	3.7%	84
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	589	18.3%	93
HH owns 2 TVs	843	26.2%	100
HH owns 3 TVs	746	23.2%	104
HH owns 4+ TVs	673	21.0%	100
HH subscribes to cable TV	1,984	61.8%	107
HH Purchased audio equipment in last 12 months	335	10.4%	107
HH Purchased CD player in last 12 months	139	4.3%	112
HH Purchased DVD player in last 12 months	310	9.7%	99
HH Purchased MP3 player in last 12 months	594	10.6%	104
HH Purchased video game system in last 12 months	414	12.9%	120
Travel (Adults)			
Domestic travel in last 12 months	2,907	51.7%	99
Took 3+ domestic trips in last 12 months	829	14.7%	99
Spent on domestic vacations last 12 mo: <\$1000	696	12.4%	98
Spent on domestic vacations last 12 mo: \$1000-\$1499	368	6.5%	97
Spent on domestic vacations last 12 mo: \$1500-\$1999	200	3.6%	87
Spent on domestic vacations last 12 mo: \$2000-\$2999	211	3.8%	91
Spent on domestic vacations last 12 mo: \$3000+	244	4.3%	86
Foreign travel in last 3 years	1,330	23.6%	92
Took 3+ foreign trips by plane in last 3 years	204	3.6%	76
Spent on foreign vacations last 12 mo: <\$1000	294	5.2%	88
Spent on foreign vacations last 12 mo: \$1000-\$2999	197	3.5%	86
Spent on foreign vacations last 12 mo: \$3000+	200	3.6%	73
Stayed 1+ nights at hotel/motel in last 12 months	2,278	40.5%	100

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.10552
Longitude: -84.29619

Demographic Summary		2010	2015
Population		51,523	53,332
Total Number of Adults		38,160	39,572
Households		19,691	20,461
Median Household Income		\$71,461	\$78,998

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	20,219	53.0%	106
Bought any women's apparel in last 12 months	18,301	48.0%	105
Bought apparel for child <13 in last 6 months	11,732	30.7%	108
Bought any shoes in last 12 months	21,334	55.9%	107
Bought costume jewelry in last 12 months	8,727	22.9%	110
Bought any fine jewelry in last 12 months	8,566	22.4%	102
Bought a watch in last 12 months	7,567	19.8%	102
Automobiles (Households)			
HH owns/leases any vehicle	18,097	91.9%	107
HH bought/leased new vehicle last 12 mo	2,289	11.6%	121
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	35,254	92.4%	106
Bought/changed motor oil in last 12 months	20,478	53.7%	103
Had tune-up in last 12 months	12,684	33.2%	107
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	25,084	65.7%	106
Drank regular cola in last 6 months	18,951	49.7%	97
Drank beer/ale in last 6 months	17,384	45.6%	107
Cameras & Film (Adults)			
Bought any camera in last 12 months	5,268	13.8%	107
Bought film in last 12 months	7,541	19.8%	103
Bought digital camera in last 12 months	3,001	7.9%	115
Bought memory card for camera in last 12 months	3,546	9.3%	121
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	14,825	38.9%	110
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	8,051	21.1%	98
Avg monthly cell/mobile phone/PDA bill: \$50-99	13,104	34.3%	106
Avg monthly cell/mobile phone/PDA bill: \$100+	9,691	25.4%	120
Computers (Households)			
HH owns a personal computer	16,502	83.8%	113
Spent <\$500 on most recent home PC purchase	1,744	8.9%	102
Spent \$500-\$999 on most recent home PC purchase	4,020	20.4%	114
Spent \$1000-\$1499 on most recent home PC purchase	2,964	15.1%	115
Spent \$1500-\$1999 on most recent home PC purchase	1,767	9.0%	127
Spent \$2000+ on most recent home PC purchase	1,410	7.2%	115

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.10552
Longitude: -84.29619

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	24,242	63.5%	105
Bought cigarettes at convenience store in last 30 days	5,525	14.5%	93
Bought gas at convenience store in last 30 days	13,708	35.9%	107
Spent at convenience store in last 30 days: <\$20	3,648	9.6%	99
Spent at convenience store in last 30 days: \$20-39	4,089	10.7%	105
Spent at convenience store in last 30 days: \$40+	14,283	37.4%	104
Entertainment (Adults)			
Attended movies in last 6 months	24,324	63.7%	108
Went to live theater in last 12 months	5,913	15.5%	118
Went to a bar/night club in last 12 months	8,567	22.5%	118
Dined out in last 12 months	20,797	54.5%	111
Gambled at a casino in last 12 months	7,017	18.4%	115
Visited a theme park in last 12 months	9,794	25.7%	119
DVDs rented in last 30 days: 1	1,124	2.9%	111
DVDs rented in last 30 days: 2	2,056	5.4%	116
DVDs rented in last 30 days: 3	1,314	3.4%	108
DVDs rented in last 30 days: 4	1,713	4.5%	116
DVDs rented in last 30 days: 5+	6,126	16.1%	122
DVDs purchased in last 30 days: 1	2,189	5.7%	115
DVDs purchased in last 30 days: 2	2,078	5.4%	115
DVDs purchased in last 30 days: 3-4	1,925	5.0%	109
DVDs purchased in last 30 days: 5+	1,833	4.8%	92
Spent on toys/games in last 12 months: <\$50	2,599	6.8%	112
Spent on toys/games in last 12 months: \$50-\$99	1,050	2.8%	100
Spent on toys/games in last 12 months: \$100-\$199	2,623	6.9%	96
Spent on toys/games in last 12 months: \$200-\$499	4,491	11.8%	109
Spent on toys/games in last 12 months: \$500+	2,691	7.1%	123
Financial (Adults)			
Have home mortgage (1st)	9,708	25.4%	132
Used ATM/cash machine in last 12 months	22,998	60.3%	119
Own any stock	4,213	11.0%	120
Own U.S. savings bond	3,089	8.1%	118
Own shares in mutual fund (stock)	4,588	12.0%	128
Own shares in mutual fund (bonds)	2,754	7.2%	122
Used full service brokerage firm in last 12 months	2,801	7.3%	119
Have savings account	16,293	42.7%	117
Have 401K retirement savings	8,946	23.4%	132
Did banking over the Internet in last 12 months	13,596	35.6%	131
Own any credit/debit card (in own name)	31,046	81.4%	110
Avg monthly credit card expenditures: <\$111	5,532	14.5%	105
Avg monthly credit card expenditures: \$111-225	3,090	8.1%	104
Avg monthly credit card expenditures: \$226-450	3,200	8.4%	112
Avg monthly credit card expenditures: \$451-700	2,843	7.5%	117
Avg monthly credit card expenditures: \$701+	6,517	17.1%	128

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.10552
Longitude: -84.29619

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	27,795	72.8%	103
Used bread in last 6 months	37,041	97.1%	101
Used chicken/turkey (fresh or frozen) in last 6 months	30,343	79.5%	103
Used fish/seafood (fresh or frozen) in last 6 months	21,342	55.9%	106
Used fresh fruit/vegetables in last 6 months	33,934	88.9%	102
Used fresh milk in last 6 months	35,271	92.4%	102
Health (Adults)			
Exercise at home 2+ times per week	12,595	33.0%	110
Exercise at club 2+ times per week	6,088	16.0%	130
Visited a doctor in last 12 months	30,365	79.6%	102
Used vitamin/dietary supplement in last 6 months	19,434	50.9%	105
Home (Households)			
Any home improvement in last 12 months	6,881	34.9%	110
Used housekeeper/maid/prof HH cleaning service in the last 12 months	3,311	16.8%	108
Purchased any HH furnishing in last 12 months	6,570	33.4%	111
Purchased bedding/bath goods in last 12 months	11,232	57.0%	104
Purchased cooking/serving product in last 12 months	5,854	29.7%	108
Bought any kitchen appliance in last 12 months	3,713	18.9%	108
Insurance (Adults)			
Currently carry any life insurance	20,785	54.5%	114
Have medical/hospital/accident insurance	29,265	76.7%	107
Carry homeowner insurance	22,633	59.3%	112
Carry renter insurance	2,487	6.5%	106
Have auto/other vehicle insurance	34,044	89.2%	107
Pets (Households)			
HH owns any pet	10,807	54.9%	106
HH owns any cat	4,882	24.8%	103
HH owns any dog	7,891	40.1%	106
Reading Materials (Adults)			
Bought book in last 12 months	21,437	56.2%	112
Read any daily newspaper	15,800	41.4%	100
Heavy magazine reader	8,272	21.7%	109
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	30,017	78.7%	109
Went to family restaurant/steak house last mo: <2 times	10,219	26.8%	104
Went to family restaurant/steak house last mo: 2-4 times	11,178	29.3%	108
Went to family restaurant/steak house last mo: 5+ times	8,619	22.6%	116
Went to fast food/drive-in restaurant in last 6 mo	34,861	91.4%	103
Went to fast food/drive-in restaurant <6 times/mo	13,172	34.5%	98
Went to fast food/drive-in restaurant 6-13 times/mo	11,534	30.2%	104
Went to fast food/drive-in restaurant 14+ times/mo	10,155	26.6%	107
Fast food/drive-in last 6 mo: eat in	14,851	38.9%	103
Fast food/drive-in last 6 mo: home delivery	4,607	12.1%	116
Fast food/drive-in last 6 mo: take-out/drive-thru	21,883	57.3%	109
Fast food/drive-in last 6 mo: take-out/walk-in	10,133	26.6%	108

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.10552
Longitude: -84.29619

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	13,372	67.9%	105
HH average monthly long distance phone bill: <\$16	5,843	29.7%	107
HH average monthly long distance phone bill: \$16-25	2,323	11.8%	103
HH average monthly long distance phone bill: \$26-59	1,870	9.5%	104
HH average monthly long distance phone bill: \$60+	903	4.6%	103
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	3,054	15.5%	79
HH owns 2 TVs	5,131	26.1%	99
HH owns 3 TVs	4,702	23.9%	106
HH owns 4+ TVs	4,903	24.9%	119
HH subscribes to cable TV	12,742	64.7%	112
HH Purchased audio equipment in last 12 months	2,027	10.3%	106
HH Purchased CD player in last 12 months	778	4.0%	102
HH Purchased DVD player in last 12 months	2,004	10.2%	105
HH Purchased MP3 player in last 12 months	4,810	12.6%	124
HH Purchased video game system in last 12 months	2,640	13.4%	125
Travel (Adults)			
Domestic travel in last 12 months	23,165	60.7%	116
Took 3+ domestic trips in last 12 months	6,776	17.8%	120
Spent on domestic vacations last 12 mo: <\$1000	5,388	14.1%	112
Spent on domestic vacations last 12 mo: \$1000-\$1499	3,003	7.9%	117
Spent on domestic vacations last 12 mo: \$1500-\$1999	1,854	4.9%	119
Spent on domestic vacations last 12 mo: \$2000-\$2999	1,955	5.1%	124
Spent on domestic vacations last 12 mo: \$3000+	2,399	6.3%	124
Foreign travel in last 3 years	11,796	30.9%	120
Took 3+ foreign trips by plane in last 3 years	1,994	5.2%	110
Spent on foreign vacations last 12 mo: <\$1000	2,486	6.5%	109
Spent on foreign vacations last 12 mo: \$1000-\$2999	1,795	4.7%	115
Spent on foreign vacations last 12 mo: \$3000+	2,196	5.8%	118
Stayed 1+ nights at hotel/motel in last 12 months	18,215	47.7%	118

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.10552
Longitude: -84.29619

Demographic Summary		2010	2015
Population		112,442	116,290
Total Number of Adults		83,732	86,835
Households		44,202	45,812
Median Household Income		\$68,944	\$78,056

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	44,059	52.6%	105
Bought any women's apparel in last 12 months	40,261	48.1%	105
Bought apparel for child <13 in last 6 months	24,607	29.4%	103
Bought any shoes in last 12 months	46,308	55.3%	106
Bought costume jewelry in last 12 months	19,193	22.9%	110
Bought any fine jewelry in last 12 months	19,159	22.9%	104
Bought a watch in last 12 months	16,187	19.3%	100
Automobiles (Households)			
HH owns/leases any vehicle	40,072	90.7%	105
HH bought/leased new vehicle last 12 mo	5,181	11.7%	122
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	76,710	91.6%	105
Bought/changed motor oil in last 12 months	43,867	52.4%	100
Had tune-up in last 12 months	28,059	33.5%	107
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	54,683	65.3%	106
Drank regular cola in last 6 months	40,563	48.4%	95
Drank beer/ale in last 6 months	38,213	45.6%	107
Cameras & Film (Adults)			
Bought any camera in last 12 months	11,253	13.4%	105
Bought film in last 12 months	16,586	19.8%	104
Bought digital camera in last 12 months	6,536	7.8%	114
Bought memory card for camera in last 12 months	7,422	8.9%	116
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	31,573	37.7%	107
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	18,031	21.5%	100
Avg monthly cell/mobile phone/PDA bill: \$50-99	28,554	34.1%	105
Avg monthly cell/mobile phone/PDA bill: \$100+	20,573	24.6%	116
Computers (Households)			
HH owns a personal computer	36,519	82.6%	112
Spent <\$500 on most recent home PC purchase	3,898	8.8%	102
Spent \$500-\$999 on most recent home PC purchase	8,825	20.0%	112
Spent \$1000-\$1499 on most recent home PC purchase	6,847	15.5%	119
Spent \$1500-\$1999 on most recent home PC purchase	3,783	8.6%	121
Spent \$2000+ on most recent home PC purchase	3,283	7.4%	120

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.10552
Longitude: -84.29619

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	52,275	62.4%	104
Bought cigarettes at convenience store in last 30 days	11,713	14.0%	90
Bought gas at convenience store in last 30 days	28,933	34.6%	103
Spent at convenience store in last 30 days: <\$20	8,486	10.1%	105
Spent at convenience store in last 30 days: \$20-39	8,968	10.7%	105
Spent at convenience store in last 30 days: \$40+	30,248	36.1%	100
Entertainment (Adults)			
Attended movies in last 6 months	53,532	63.9%	109
Went to live theater in last 12 months	13,657	16.3%	124
Went to a bar/night club in last 12 months	18,227	21.8%	114
Dined out in last 12 months	46,437	55.5%	113
Gambled at a casino in last 12 months	15,317	18.3%	114
Visited a theme park in last 12 months	20,770	24.8%	115
DVDs rented in last 30 days: 1	2,493	3.0%	113
DVDs rented in last 30 days: 2	4,603	5.5%	119
DVDs rented in last 30 days: 3	3,010	3.6%	112
DVDs rented in last 30 days: 4	3,676	4.4%	113
DVDs rented in last 30 days: 5+	13,088	15.6%	118
DVDs purchased in last 30 days: 1	4,705	5.6%	113
DVDs purchased in last 30 days: 2	4,505	5.4%	114
DVDs purchased in last 30 days: 3-4	3,928	4.7%	101
DVDs purchased in last 30 days: 5+	3,865	4.6%	89
Spent on toys/games in last 12 months: <\$50	5,396	6.4%	106
Spent on toys/games in last 12 months: \$50-\$99	2,304	2.8%	100
Spent on toys/games in last 12 months: \$100-\$199	5,968	7.1%	99
Spent on toys/games in last 12 months: \$200-\$499	9,877	11.8%	109
Spent on toys/games in last 12 months: \$500+	5,815	6.9%	121
Financial (Adults)			
Have home mortgage (1st)	21,011	25.1%	131
Used ATM/cash machine in last 12 months	49,860	59.5%	117
Own any stock	9,999	11.9%	130
Own U.S. savings bond	6,913	8.3%	121
Own shares in mutual fund (stock)	10,455	12.5%	133
Own shares in mutual fund (bonds)	6,472	7.7%	130
Used full service brokerage firm in last 12 months	6,644	7.9%	128
Have savings account	36,118	43.1%	119
Have 401K retirement savings	19,205	22.9%	129
Did banking over the Internet in last 12 months	29,385	35.1%	129
Own any credit/debit card (in own name)	68,608	81.9%	111
Avg monthly credit card expenditures: <\$111	11,982	14.3%	103
Avg monthly credit card expenditures: \$111-225	6,892	8.2%	106
Avg monthly credit card expenditures: \$226-450	7,145	8.5%	114
Avg monthly credit card expenditures: \$451-700	6,252	7.5%	117
Avg monthly credit card expenditures: \$701+	14,796	17.7%	132

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.10552
Longitude: -84.29619

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	61,116	73.0%	103
Used bread in last 6 months	81,293	97.1%	101
Used chicken/turkey (fresh or frozen) in last 6 months	66,574	79.5%	103
Used fish/seafood (fresh or frozen) in last 6 months	46,923	56.0%	106
Used fresh fruit/vegetables in last 6 months	74,775	89.3%	102
Used fresh milk in last 6 months	77,290	92.3%	102
Health (Adults)			
Exercise at home 2+ times per week	28,095	33.6%	112
Exercise at club 2+ times per week	13,247	15.8%	129
Visited a doctor in last 12 months	67,765	80.9%	104
Used vitamin/dietary supplement in last 6 months	43,673	52.2%	107
Home (Households)			
Any home improvement in last 12 months	15,581	35.3%	111
Used housekeeper/maid/prof HH cleaning service in the last 12 months	8,084	18.3%	117
Purchased any HH furnishing in last 12 months	14,836	33.6%	112
Purchased bedding/bath goods in last 12 months	25,176	57.0%	104
Purchased cooking/serving product in last 12 months	12,930	29.3%	106
Bought any kitchen appliance in last 12 months	8,308	18.8%	108
Insurance (Adults)			
Currently carry any life insurance	45,440	54.3%	113
Have medical/hospital/accident insurance	64,864	77.5%	108
Carry homeowner insurance	50,012	59.7%	113
Carry renter insurance	5,549	6.6%	108
Have auto/other vehicle insurance	74,234	88.7%	107
Pets (Households)			
HH owns any pet	23,747	53.7%	104
HH owns any cat	10,864	24.6%	102
HH owns any dog	17,118	38.7%	102
Reading Materials (Adults)			
Bought book in last 12 months	47,477	56.7%	113
Read any daily newspaper	36,912	44.1%	106
Heavy magazine reader	18,100	21.6%	109
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	65,989	78.8%	109
Went to family restaurant/steak house last mo: <2 times	22,231	26.6%	103
Went to family restaurant/steak house last mo: 2-4 times	25,010	29.9%	111
Went to family restaurant/steak house last mo: 5+ times	18,749	22.4%	115
Went to fast food/drive-in restaurant in last 6 mo	76,074	90.9%	102
Went to fast food/drive-in restaurant <6 times/mo	29,374	35.1%	100
Went to fast food/drive-in restaurant 6-13 times/mo	25,167	30.1%	104
Went to fast food/drive-in restaurant 14+ times/mo	21,530	25.7%	103
Fast food/drive-in last 6 mo: eat in	32,470	38.8%	103
Fast food/drive-in last 6 mo: home delivery	9,448	11.3%	108
Fast food/drive-in last 6 mo: take-out/drive-thru	47,118	56.3%	107
Fast food/drive-in last 6 mo: take-out/walk-in	22,058	26.3%	107

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 5 miles radius

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Latitude: 39.10552
Longitude: -84.29619

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	30,319	68.6%	106
HH average monthly long distance phone bill: <\$16	13,063	29.6%	107
HH average monthly long distance phone bill: \$16-25	5,461	12.4%	108
HH average monthly long distance phone bill: \$26-59	4,307	9.7%	106
HH average monthly long distance phone bill: \$60+	1,995	4.5%	101
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	7,128	16.1%	82
HH owns 2 TVs	11,633	26.3%	100
HH owns 3 TVs	10,407	23.5%	105
HH owns 4+ TVs	10,808	24.5%	116
HH subscribes to cable TV	29,428	66.6%	115
HH Purchased audio equipment in last 12 months	4,440	10.0%	103
HH Purchased CD player in last 12 months	1,696	3.8%	99
HH Purchased DVD player in last 12 months	4,532	10.3%	106
HH Purchased MP3 player in last 12 months	10,236	12.2%	120
HH Purchased video game system in last 12 months	5,428	12.3%	114
Travel (Adults)			
Domestic travel in last 12 months	51,562	61.6%	118
Took 3+ domestic trips in last 12 months	15,497	18.5%	125
Spent on domestic vacations last 12 mo: <\$1000	11,677	13.9%	111
Spent on domestic vacations last 12 mo: \$1000-\$1499	6,713	8.0%	119
Spent on domestic vacations last 12 mo: \$1500-\$1999	4,343	5.2%	127
Spent on domestic vacations last 12 mo: \$2000-\$2999	4,284	5.1%	123
Spent on domestic vacations last 12 mo: \$3000+	5,458	6.5%	129
Foreign travel in last 3 years	26,395	31.5%	122
Took 3+ foreign trips by plane in last 3 years	4,827	5.8%	122
Spent on foreign vacations last 12 mo: <\$1000	5,690	6.8%	114
Spent on foreign vacations last 12 mo: \$1000-\$2999	3,935	4.7%	115
Spent on foreign vacations last 12 mo: \$3000+	5,131	6.1%	125
Stayed 1+ nights at hotel/motel in last 12 months	40,491	48.4%	119

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 1 mile radius

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Latitude: 39.10552
Longitude: -84.29619

Demographic Summary		2010	2015
Population		7,551	7,747
Population 18+		5,624	5,769
Households		3,212	3,316
Median Household Income		\$52,576	\$61,249
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns a personal computer	2,448	76.2%	103
Purchased home PC in last 12 months	535	16.6%	106
Purchased home PC 1-2 years ago	761	23.7%	105
Purchased home PC 3-4 years ago	649	20.2%	104
Purchased home PC 5+ years ago	285	8.9%	95
Spent <\$500 on home PC (most recent purchase)	316	9.8%	113
Spent \$500-999 on home PC (most recent purchase)	612	19.0%	107
Spent \$1000-1499 on home PC (most recent purchase)	422	13.1%	101
Spent \$1500-1999 on home PC (most recent purchase)	227	7.1%	100
Spent \$2000+ on home PC (most recent purchase)	176	5.5%	88
Purchased home PC at computer superstore	449	14.0%	110
Purchased home PC at department store	163	5.1%	103
Purchased home PC direct from manufacturer	402	12.5%	90
Purchased home PC at electronics store	364	11.3%	103
Purchased home PC on Internet	285	8.9%	103
Purchased home PC at warehouse discount outlet	68	2.1%	97
HH owns desktop PC	1,917	59.7%	104
HH owns laptop/notebook/tablet PC	1,005	31.3%	100
HH owns any Apple/Mac clone brand PC	163	5.1%	81
HH owns any IBM/IBM compatible brand PC	2,255	70.2%	104
Brand of PC that HH owns: Compaq	296	9.2%	109
Brand of PC that HH owns: Dell	972	30.3%	98
Brand of PC that HH owns: Gateway	238	7.4%	111
Brand of PC that HH owns: Hewlett Packard	529	16.5%	106
Brand of PC that HH owns: Sony Vaio	94	2.9%	101
Child (under 18) uses home PC	733	22.8%	108
HH owns CD burner	1,272	39.6%	107
HH owns CD ROM drive	1,355	42.2%	108
HH owns DVD drive	860	26.8%	107
HH owns DVD-RW (DVD burner)	708	22.0%	107
HH owns external hard drive	481	15.0%	106
HH owns flash drive	713	22.2%	108
HH owns LAN/network interface card	376	11.7%	106
HH owns inkjet printer	1,392	43.3%	102
HH owns laser printer	455	14.2%	103
HH owns modem/fax modem	696	21.7%	104
HH owns removable cartridge storage device	228	7.1%	122
HH owns scanner	957	29.8%	105
HH owns PC speakers	1,385	43.1%	103
HH owns tape backup	82	2.5%	96
HH owns webcam	403	12.5%	111
HH owns software: accounting	277	8.6%	97
HH owns software: communications/fax	256	8.0%	98
HH owns software: database/filing	243	7.6%	93
HH owns software: desktop publishing	384	12.0%	99

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	364	11.3%	113
HH owns software: entertainment/games	988	30.8%	106
HH owns software: online meeting/conference	103	3.2%	112
HH owns software: personal finance/tax prep	465	14.5%	102
HH owns software: presentation graphics	247	7.7%	96
HH owns software: multimedia	541	16.9%	110
HH owns software: networking	412	12.8%	114
HH owns software: security/anti-virus	950	29.6%	105
HH owns software: spreadsheet	758	23.6%	102
HH owns software: utility	232	7.2%	102
HH owns software: web authoring	110	3.4%	99
HH owns software: word processing	1,128	35.1%	104
Spent \$500+ on software for home PC in last 12 mo	72	2.2%	94
Purchased computer book in last 12 months	157	4.9%	113
HH owns fax machine	153	4.8%	79
Purchased audio equipment in last 12 months	335	10.4%	107
Purchased headphones in last 12 months	125	3.9%	98
HH owns camcorder	607	18.9%	97
Purchased camcorder in last 12 months	66	2.1%	97
HH owns CD player	1,498	46.6%	101
Purchased CD player in last 12 months	139	4.3%	112
HH owns DVD player	2,208	68.7%	104
Purchased DVD player in last 12 months	310	9.7%	99
HH owns 1 TV	589	18.3%	93
HH owns 2 TVs	843	26.2%	100
HH owns 3 TVs	746	23.2%	104
HH owns 4+ TVs	673	20.9%	100
HH owns miniature screen TV (<13 in)	251	7.8%	99
Most recent TV purchase: miniature screen (<13 in)	91	2.8%	102
HH owns regular screen TV (13-26 in)	1,349	42.0%	97
Most recent TV purchase: regular screen (13-26 in)	716	22.3%	96
HH owns large screen TV (27-35 in)	1,513	47.1%	101
Most recent TV purchase: large screen (27-35 in)	1,023	31.8%	101
HH owns big screen TV (36-42 in)	629	19.6%	104
Most recent TV purchase: big screen (36-42 in)	464	14.4%	102
HH owns giant screen TV (over 42 in)	453	14.1%	99
Most recent TV purchase: giant screen (over 42 in)	351	10.9%	98
HH owns LCD TV	590	18.4%	96
HH owns plasma TV	259	8.1%	97
HH owns projection TV	172	5.3%	99
HH owns video game system	1,220	38.0%	114
Purchased video game system in last 12 months	414	12.9%	120
HH owns video game system: handheld	579	18.0%	117
HH owns video game system: attached to TV/computer	1,075	33.5%	113
HH owns video game system: Game Boy	240	7.5%	108
HH owns video game system: Game Boy Advance/SP	218	6.8%	103
HH owns video game system: Nintendo DS	306	9.5%	126

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: Nintendo GameCube	193	6.0%	120
HH owns video game system: Nintendo Wii	226	7.0%	104
HH owns video game system: PlayStation 2	598	18.6%	113
HH owns video game system: PlayStation 3	126	3.9%	108
HH owns video game system: Sony PlayStation/PS One	150	4.7%	116
HH owns video game system: Sony PSP	114	3.6%	121
HH owns video game system: Xbox	247	7.7%	129
HH owns video game system: Xbox 360	245	7.6%	118
HH purchased 5+ video games in last 12 months	265	8.2%	127
HH spent \$101+ on video games in last 12 months	318	9.9%	123
Owns MP3 player	1,561	27.8%	103
Purchased MP3 player in last 12 months	594	10.6%	104
Owns Apple iPod	619	11.0%	99
Purchased Apple iPod in last 12 months	209	3.7%	110
Have any access to the Internet	4,944	87.9%	104
Have access to Internet: at home	4,042	71.9%	102
Have access to Internet: at work	2,229	39.6%	106
Have access to Internet: at school/library	1,535	27.3%	108
Have access to Internet: not hm/work/school/library	1,119	19.9%	103
Use Internet less than once a week	246	4.4%	110
Use Internet 1-2 times per week	313	5.6%	101
Use Internet 3-6 times per week	458	8.1%	101
Use Internet once a day	708	12.6%	114
Use Internet 2-4 times per day	1,105	19.7%	112
Use Internet 5 or more times per day	1,436	25.5%	102
Any Internet or online usage in last 30 days	4,266	75.8%	108
Used Internet in last 30 days: at home	3,652	64.9%	105
Used Internet in last 30 days: at work	1,901	33.8%	106
Used Internet in last 30 days: at school/library	492	8.7%	114
Used Internet/30 days: not home/work/school/library	570	10.1%	110
Internet last 30 days: used email	3,709	65.9%	106
Internet last 30 days: used Instant Messenger	1,591	28.3%	112
Internet last 30 days: paid bills online	2,114	37.6%	114
Internet last 30 days: visited online blog	553	9.8%	103
Internet last 30 days: wrote online blog	238	4.2%	115
Internet last 30 days: visited chat room	271	4.8%	103
Internet last 30 days: looked for employment	885	15.7%	120
Internet last 30 days: played games online	1,413	25.1%	120
Internet last 30 days: traded/tracked investments	548	9.8%	87
Internet last 30 days: downloaded music	1,203	21.4%	116
Internet last 30 days: made phone call	190	3.4%	92
Internet last 30 days: made personal purchase	1,728	30.7%	100
Internet last 30 days: made business purchase	514	9.1%	96
Internet last 30 days: made travel plans	936	16.6%	96
Internet last 30 days: watched online video	1,161	20.6%	108
Internet last 30 days: obtained new/used car info	518	9.2%	104
Internet last 30 days: obtained financial info	1,427	25.4%	106
Internet last 30 days: obtained medical info	1,026	18.2%	109
Internet last 30 days: obtained latest news	2,264	40.3%	105
Internet last 30 days: obtained real estate info	630	11.2%	104

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	1,432	25.5%	110
Ordered anything on Internet in last 12 months	1,953	34.7%	100
Ordered on Internet/12 mo: airline ticket	870	15.5%	92
Ordered on Internet/12 mo: CD/tape	214	3.8%	87
Ordered on Internet/12 mo: clothing	737	13.1%	90
Ordered on Internet/12 mo: computer	181	3.2%	94
Ordered on Internet/12 mo: computer peripheral	205	3.6%	84
Ordered on Internet/12 mo: DVD	348	6.2%	94
Ordered on Internet/12 mo: flowers	229	4.1%	88
Ordered on Internet/12 mo: software	271	4.8%	85
Ordered on Internet/12 mo: tickets (concerts etc.)	501	8.9%	93
Ordered on Internet/12 mo: toy	278	5.0%	99
Purchased item from amazon.com in last 12 months	700	12.4%	89
Purchased item from barnes&noble.com in last 12 mo	148	2.6%	82
Purchased item from bestbuy.com in last 12 months	149	2.6%	105
Purchased item from ebay.com in last 12 months	470	8.4%	90
Purchased item from walmart.com in last 12 months	248	4.4%	108
Spent on Internet orders last 12 months: <\$100	351	6.2%	115
Spent on Internet orders last 12 months: \$100-199	324	5.8%	107
Spent on Internet orders last 12 months: \$200-499	466	8.3%	99
Spent on Internet orders last 12 months: \$500+	717	12.8%	88
Connection to Internet from home: dial-up modem	360	6.4%	77
Connection to Internet from home: cable modem	1,653	29.4%	109
Connection to Internet from home: DSL	1,365	24.3%	99
Connection to Internet from home: wireless	815	14.5%	105
Connection to Internet from home: any broadband	3,511	62.4%	106
DVDs rented in last 30 days: 1	168	3.0%	113
DVDs rented in last 30 days: 2	256	4.6%	98
DVDs rented in last 30 days: 3	163	2.9%	91
DVDs rented in last 30 days: 4	225	4.0%	103
DVDs rented in last 30 days: 5+	899	16.0%	121
Rented video tape/DVD last month: action/adventure	1,312	23.3%	115
Rented video tape/DVD last month: classic	305	5.4%	104
Rented video tape/DVD last month: comedy	1,342	23.9%	115
Rented video tape/DVD last month: drama	847	15.1%	111
Rented video tape/DVD last month: family/children	594	10.6%	119
Rented video tape/DVD last month: foreign	105	1.9%	94
Rented video tape/DVD last month: horror	500	8.9%	120
Rented video tape/DVD last month: romance	481	8.5%	114
Rented video tape/DVD last month: science fiction	341	6.1%	114
Rented video tape/DVD last mo at Blockbuster Video	773	13.7%	114
Rented video tape/DVD last mo at Hollywood Video	330	5.9%	142
Bought video tape/DVD last month: action/adventure	559	9.9%	119
Bought video tape/DVD last month: classic	163	2.9%	107
Bought video tape/DVD last month: comedy	520	9.2%	115
Bought video tape/DVD last month: drama	295	5.2%	121
Bought video tape/DVD last month: family/children	377	6.7%	114
Bought video tape/DVD last month: horror	201	3.6%	114
Bought video tape/DVD last month: romance	174	3.1%	121

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	151	2.7%	108
Bought blank video tape in last 6 months	591	10.5%	93
Bought 7+ blank video tapes in last 6 months	126	2.2%	86
DVDs purchased in last 30 days: 1	312	5.5%	111
DVDs purchased in last 30 days: 2	306	5.4%	115
DVDs purchased in last 30 days: 3-4	277	4.9%	106
DVDs purchased in last 30 days: 5+	365	6.5%	125
Bought any camera in last 12 months	730	13.0%	101
Spent on cameras in last 12 months: <\$100	243	4.3%	98
Spent on cameras in last 12 months: \$100-199	201	3.6%	119
Spent on cameras in last 12 months: \$200+	177	3.1%	79
Own APS (point & shoot or SLR) camera	136	2.4%	88
Own digital camera	1,930	34.3%	104
Bought digital camera in last 12 months	371	6.6%	96
Own digital point & shoot camera	1,441	25.6%	103
Bought digital point & shoot camera in last 12 mo	243	4.3%	87
Own digital SLR camera	536	9.5%	103
Bought digital SLR camera in last 12 months	134	2.4%	106
Own 35mm auto focus point & shoot camera	238	4.2%	90
Own 35mm auto focus single lens reflex camera	111	2.0%	83
Own 35mm auto focus zoom camera	306	5.4%	97
Own 35mm single lens reflex camera	171	3.0%	101
Own Canon camera	872	15.5%	99
Bought Canon camera in last 12 months	109	1.9%	91
Own Fuji camera	247	4.4%	109
Own Kodak camera	723	12.9%	109
Bought Kodak camera in last 12 months	171	3.0%	102
Own Nikon camera	289	5.1%	95
Own Olympus camera	251	4.5%	98
Own Polaroid camera	119	2.1%	86
Bought any camera accessory in last 12 months	2,507	44.6%	104
Bought film in last 12 months	1,108	19.7%	103
Bought film in last 12 months: <3 rolls	500	8.9%	100
Bought film in last 12 months: 3-6 rolls	355	6.3%	101
Bought film in last 12 months: 7+ rolls	253	4.5%	106
Bought film in last 12 mo: APS (color prints)	156	2.8%	104
Bought film in last 12 mo: instant developing	136	2.4%	121
Bought film in last 12 mo: 35mm (black & white)	52	0.9%	97
Bought film in last 12 mo: 35mm (color prints)	623	11.1%	97
Bought Fuji film in last 12 months	252	4.5%	89
Bought Kodak film in last 12 months	709	12.6%	106
Bought store-brand film in last 12 months	117	2.1%	98
Purchased film in last 12 mo: department store	204	3.6%	98
Purchased film in last 12 mo: discount store	258	4.6%	96

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Purchased film in last 12 mo: drug store	265	4.7%	100
Purchased film in last 12 mo: grocery store	105	1.9%	87
Purchased film in last 12 mo: 1 hour service store	136	2.4%	95
Had film processed at discount store	198	3.5%	106
Had film processed at drug store	232	4.1%	97
Had film processed at 1 hour service store	135	2.4%	83
Bought memory card for camera in last 12 months	463	8.2%	108
Own memory card for camera	1,462	26.0%	105

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.10552
Longitude: -84.29619

Demographic Summary		2010	2015
Population		51,523	53,332
Population 18+		38,160	39,572
Households		19,691	20,461
Median Household Income		\$71,461	\$78,998
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns a personal computer	16,502	83.8%	113
Purchased home PC in last 12 months	3,620	18.4%	117
Purchased home PC 1-2 years ago	5,176	26.3%	117
Purchased home PC 3-4 years ago	4,449	22.6%	116
Purchased home PC 5+ years ago	2,018	10.2%	110
Spent <\$500 on home PC (most recent purchase)	1,744	8.9%	102
Spent \$500-999 on home PC (most recent purchase)	4,020	20.4%	114
Spent \$1000-1499 on home PC (most recent purchase)	2,964	15.1%	115
Spent \$1500-1999 on home PC (most recent purchase)	1,767	9.0%	127
Spent \$2000+ on home PC (most recent purchase)	1,410	7.2%	115
Purchased home PC at computer superstore	3,084	15.7%	123
Purchased home PC at department store	958	4.9%	99
Purchased home PC direct from manufacturer	3,072	15.6%	112
Purchased home PC at electronics store	2,618	13.3%	121
Purchased home PC on Internet	2,041	10.4%	121
Purchased home PC at warehouse discount outlet	448	2.3%	104
HH owns desktop PC	12,925	65.6%	114
HH owns laptop/notebook/tablet PC	7,502	38.1%	122
HH owns any Apple/Mac clone brand PC	1,237	6.3%	101
HH owns any IBM/IBM compatible brand PC	15,217	77.3%	115
Brand of PC that HH owns: Compaq	1,911	9.7%	115
Brand of PC that HH owns: Dell	6,947	35.3%	114
Brand of PC that HH owns: Gateway	1,424	7.2%	109
Brand of PC that HH owns: Hewlett Packard	3,699	18.8%	121
Brand of PC that HH owns: Sony Vaio	657	3.3%	115
Child (under 18) uses home PC	5,205	26.4%	125
HH owns CD burner	8,705	44.2%	120
HH owns CD ROM drive	8,955	45.5%	116
HH owns DVD drive	5,959	30.3%	121
HH owns DVD-RW (DVD burner)	4,957	25.2%	122
HH owns external hard drive	3,374	17.1%	121
HH owns flash drive	5,180	26.3%	128
HH owns LAN/network interface card	2,843	14.4%	130
HH owns inkjet printer	9,677	49.1%	115
HH owns laser printer	3,412	17.3%	126
HH owns modem/fax modem	4,863	24.7%	119
HH owns removable cartridge storage device	1,324	6.7%	116
HH owns scanner	6,718	34.1%	120
HH owns PC speakers	9,558	48.5%	117
HH owns tape backup	550	2.8%	105
HH owns webcam	2,823	14.3%	127
HH owns software: accounting	2,069	10.5%	118
HH owns software: communications/fax	1,920	9.8%	119
HH owns software: database/filing	1,825	9.3%	114
HH owns software: desktop publishing	2,882	14.6%	121

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	2,392	12.2%	121
HH owns software: entertainment/games	6,743	34.2%	118
HH owns software: online meeting/conference	661	3.4%	117
HH owns software: personal finance/tax prep	3,683	18.7%	132
HH owns software: presentation graphics	1,972	10.0%	125
HH owns software: multimedia	3,738	19.0%	124
HH owns software: networking	2,719	13.8%	123
HH owns software: security/anti-virus	6,848	34.8%	124
HH owns software: spreadsheet	5,870	29.8%	129
HH owns software: utility	1,681	8.5%	120
HH owns software: web authoring	764	3.9%	112
HH owns software: word processing	8,194	41.6%	124
Spent \$500+ on software for home PC in last 12 mo	513	2.6%	109
Purchased computer book in last 12 months	990	5.0%	116
HH owns fax machine	1,327	6.7%	112
Purchased audio equipment in last 12 months	2,027	10.3%	106
Purchased headphones in last 12 months	782	4.0%	100
HH owns camcorder	4,787	24.3%	125
Purchased camcorder in last 12 months	453	2.3%	108
HH owns CD player	10,158	51.6%	112
Purchased CD player in last 12 months	778	4.0%	102
HH owns DVD player	14,171	72.0%	109
Purchased DVD player in last 12 months	2,004	10.2%	105
HH owns 1 TV	3,054	15.5%	79
HH owns 2 TVs	5,131	26.1%	99
HH owns 3 TVs	4,702	23.9%	106
HH owns 4+ TVs	4,903	24.9%	119
HH owns miniature screen TV (<13 in)	1,716	8.7%	110
Most recent TV purchase: miniature screen (<13 in)	492	2.5%	90
HH owns regular screen TV (13-26 in)	8,661	44.0%	101
Most recent TV purchase: regular screen (13-26 in)	4,149	21.1%	90
HH owns large screen TV (27-35 in)	9,617	48.8%	105
Most recent TV purchase: large screen (27-35 in)	6,053	30.7%	97
HH owns big screen TV (36-42 in)	4,425	22.5%	119
Most recent TV purchase: big screen (36-42 in)	3,249	16.5%	117
HH owns giant screen TV (over 42 in)	3,579	18.2%	128
Most recent TV purchase: giant screen (over 42 in)	2,783	14.1%	127
HH owns LCD TV	4,485	22.8%	119
HH owns plasma TV	1,924	9.8%	118
HH owns projection TV	1,282	6.5%	120
HH owns video game system	7,748	39.3%	118
Purchased video game system in last 12 months	2,640	13.4%	125
HH owns video game system: handheld	3,703	18.8%	122
HH owns video game system: attached to TV/computer	6,812	34.6%	117
HH owns video game system: Game Boy	1,644	8.3%	121
HH owns video game system: Game Boy Advance/SP	1,673	8.5%	129
HH owns video game system: Nintendo DS	1,888	9.6%	126

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: Nintendo GameCube	1,188	6.0%	120
HH owns video game system: Nintendo Wii	1,690	8.6%	127
HH owns video game system: PlayStation 2	3,652	18.5%	113
HH owns video game system: PlayStation 3	774	3.9%	109
HH owns video game system: Sony PlayStation/PS One	886	4.5%	111
HH owns video game system: Sony PSP	666	3.4%	115
HH owns video game system: Xbox	1,405	7.1%	120
HH owns video game system: Xbox 360	1,655	8.4%	130
HH purchased 5+ video games in last 12 months	1,538	7.8%	120
HH spent \$101+ on video games in last 12 months	1,972	10.0%	124
Owns MP3 player	12,238	32.1%	120
Purchased MP3 player in last 12 months	4,810	12.6%	124
Owns Apple iPod	5,088	13.3%	120
Purchased Apple iPod in last 12 months	1,618	4.2%	125
Have any access to the Internet	34,970	91.6%	108
Have access to Internet: at home	31,185	81.7%	116
Have access to Internet: at work	17,883	46.9%	126
Have access to Internet: at school/library	10,186	26.7%	106
Have access to Internet: not hm/work/school/library	7,968	20.9%	108
Use Internet less than once a week	1,146	3.0%	75
Use Internet 1-2 times per week	1,833	4.8%	87
Use Internet 3-6 times per week	2,948	7.7%	96
Use Internet once a day	4,661	12.2%	110
Use Internet 2-4 times per day	7,983	20.9%	119
Use Internet 5 or more times per day	12,370	32.4%	130
Any Internet or online usage in last 30 days	30,939	81.1%	115
Used Internet in last 30 days: at home	28,182	73.9%	119
Used Internet in last 30 days: at work	15,712	41.2%	129
Used Internet in last 30 days: at school/library	2,994	7.8%	102
Used Internet/30 days: not home/work/school/library	3,742	9.8%	106
Internet last 30 days: used email	28,238	74.0%	119
Internet last 30 days: used Instant Messenger	11,204	29.4%	116
Internet last 30 days: paid bills online	15,966	41.8%	127
Internet last 30 days: visited online blog	4,161	10.9%	114
Internet last 30 days: wrote online blog	1,561	4.1%	111
Internet last 30 days: visited chat room	1,714	4.5%	96
Internet last 30 days: looked for employment	5,677	14.9%	113
Internet last 30 days: played games online	8,611	22.6%	107
Internet last 30 days: traded/tracked investments	5,532	14.5%	130
Internet last 30 days: downloaded music	8,223	21.6%	117
Internet last 30 days: made phone call	1,513	4.0%	108
Internet last 30 days: made personal purchase	14,704	38.5%	125
Internet last 30 days: made business purchase	4,542	11.9%	125
Internet last 30 days: made travel plans	8,379	22.0%	127
Internet last 30 days: watched online video	8,557	22.4%	117
Internet last 30 days: obtained new/used car info	4,197	11.0%	124
Internet last 30 days: obtained financial info	11,791	30.9%	129
Internet last 30 days: obtained medical info	7,579	19.9%	119
Internet last 30 days: obtained latest news	18,262	47.9%	124
Internet last 30 days: obtained real estate info	5,490	14.4%	134

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	11,396	29.9%	129
Ordered anything on Internet in last 12 months	16,683	43.7%	126
Ordered on Internet/12 mo: airline ticket	8,496	22.3%	133
Ordered on Internet/12 mo: CD/tape	1,997	5.2%	120
Ordered on Internet/12 mo: clothing	6,921	18.1%	125
Ordered on Internet/12 mo: computer	1,635	4.3%	125
Ordered on Internet/12 mo: computer peripheral	2,080	5.5%	126
Ordered on Internet/12 mo: DVD	3,060	8.0%	122
Ordered on Internet/12 mo: flowers	2,365	6.2%	134
Ordered on Internet/12 mo: software	2,818	7.4%	130
Ordered on Internet/12 mo: tickets (concerts etc.)	4,694	12.3%	128
Ordered on Internet/12 mo: toy	2,202	5.8%	116
Purchased item from amazon.com in last 12 months	6,546	17.2%	122
Purchased item from barnes&noble.com in last 12 mo	1,555	4.1%	127
Purchased item from bestbuy.com in last 12 months	1,253	3.3%	130
Purchased item from ebay.com in last 12 months	4,011	10.5%	113
Purchased item from walmart.com in last 12 months	1,741	4.6%	111
Spent on Internet orders last 12 months: <\$100	2,417	6.3%	116
Spent on Internet orders last 12 months: \$100-199	2,327	6.1%	113
Spent on Internet orders last 12 months: \$200-499	3,712	9.7%	116
Spent on Internet orders last 12 months: \$500+	7,409	19.4%	133
Connection to Internet from home: dial-up modem	2,496	6.5%	79
Connection to Internet from home: cable modem	13,162	34.5%	128
Connection to Internet from home: DSL	10,635	27.9%	113
Connection to Internet from home: wireless	6,832	17.9%	130
Connection to Internet from home: any broadband	27,505	72.1%	122
DVDs rented in last 30 days: 1	1,124	2.9%	111
DVDs rented in last 30 days: 2	2,056	5.4%	116
DVDs rented in last 30 days: 3	1,314	3.4%	108
DVDs rented in last 30 days: 4	1,713	4.5%	116
DVDs rented in last 30 days: 5+	6,126	16.1%	122
Rented video tape/DVD last month: action/adventure	9,026	23.7%	117
Rented video tape/DVD last month: classic	2,187	5.7%	110
Rented video tape/DVD last month: comedy	9,358	24.5%	119
Rented video tape/DVD last month: drama	6,064	15.9%	117
Rented video tape/DVD last month: family/children	3,990	10.5%	117
Rented video tape/DVD last month: foreign	749	2.0%	99
Rented video tape/DVD last month: horror	2,773	7.3%	98
Rented video tape/DVD last month: romance	3,355	8.8%	117
Rented video tape/DVD last month: science fiction	2,221	5.8%	110
Rented video tape/DVD last mo at Blockbuster Video	5,980	15.7%	130
Rented video tape/DVD last mo at Hollywood Video	1,986	5.2%	126
Bought video tape/DVD last month: action/adventure	3,611	9.5%	113
Bought video tape/DVD last month: classic	999	2.6%	96
Bought video tape/DVD last month: comedy	3,297	8.6%	107
Bought video tape/DVD last month: drama	1,941	5.1%	118
Bought video tape/DVD last month: family/children	2,412	6.3%	107
Bought video tape/DVD last month: horror	880	2.3%	73
Bought video tape/DVD last month: romance	1,014	2.7%	104

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	991	2.6%	104
Bought blank video tape in last 6 months	4,479	11.7%	103
Bought 7+ blank video tapes in last 6 months	973	2.6%	98
DVDs purchased in last 30 days: 1	2,189	5.7%	115
DVDs purchased in last 30 days: 2	2,078	5.4%	115
DVDs purchased in last 30 days: 3-4	1,925	5.0%	109
DVDs purchased in last 30 days: 5+	1,833	4.8%	92
Bought any camera in last 12 months	5,268	13.8%	107
Spent on cameras in last 12 months: <\$100	1,563	4.1%	93
Spent on cameras in last 12 months: \$100-199	1,274	3.3%	111
Spent on cameras in last 12 months: \$200+	1,736	4.6%	114
Own APS (point & shoot or SLR) camera	1,216	3.2%	116
Own digital camera	15,362	40.3%	122
Bought digital camera in last 12 months	3,001	7.9%	115
Own digital point & shoot camera	11,591	30.4%	122
Bought digital point & shoot camera in last 12 mo	2,107	5.5%	112
Own digital SLR camera	4,316	11.3%	122
Bought digital SLR camera in last 12 months	945	2.5%	110
Own 35mm auto focus point & shoot camera	1,942	5.1%	109
Own 35mm auto focus single lens reflex camera	943	2.5%	104
Own 35mm auto focus zoom camera	2,231	5.8%	104
Own 35mm single lens reflex camera	1,295	3.4%	113
Own Canon camera	7,332	19.2%	122
Bought Canon camera in last 12 months	976	2.6%	120
Own Fuji camera	1,641	4.3%	106
Own Kodak camera	4,542	11.9%	101
Bought Kodak camera in last 12 months	1,007	2.6%	89
Own Nikon camera	2,465	6.5%	119
Own Olympus camera	2,143	5.6%	124
Own Polaroid camera	696	1.8%	74
Bought any camera accessory in last 12 months	19,093	50.0%	117
Bought film in last 12 months	7,541	19.8%	103
Bought film in last 12 months: <3 rolls	3,373	8.8%	99
Bought film in last 12 months: 3-6 rolls	2,387	6.3%	100
Bought film in last 12 months: 7+ rolls	1,780	4.7%	110
Bought film in last 12 mo: APS (color prints)	1,076	2.8%	106
Bought film in last 12 mo: instant developing	733	1.9%	96
Bought film in last 12 mo: 35mm (black & white)	352	0.9%	97
Bought film in last 12 mo: 35mm (color prints)	4,497	11.8%	103
Bought Fuji film in last 12 months	1,775	4.7%	92
Bought Kodak film in last 12 months	4,801	12.6%	106
Bought store-brand film in last 12 months	911	2.4%	112
Purchased film in last 12 mo: department store	982	2.6%	69
Purchased film in last 12 mo: discount store	1,815	4.8%	100

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased film in last 12 mo: drug store	1,905	5.0%	106
Purchased film in last 12 mo: grocery store	860	2.3%	105
Purchased film in last 12 mo: 1 hour service store	853	2.2%	88
Had film processed at discount store	1,339	3.5%	106
Had film processed at drug store	1,738	4.6%	107
Had film processed at 1 hour service store	1,057	2.8%	95
Bought memory card for camera in last 12 months	3,546	9.3%	121
Own memory card for camera	11,678	30.6%	124

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Demographic Summary		2010	2015
Population		112,442	116,290
Population 18+		83,732	86,835
Households		44,202	45,812
Median Household Income		\$68,944	\$78,056
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns a personal computer	36,519	82.6%	112
Purchased home PC in last 12 months	8,042	18.2%	116
Purchased home PC 1-2 years ago	11,459	25.9%	115
Purchased home PC 3-4 years ago	10,086	22.8%	117
Purchased home PC 5+ years ago	4,558	10.3%	111
Spent <\$500 on home PC (most recent purchase)	3,898	8.8%	102
Spent \$500-999 on home PC (most recent purchase)	8,825	20.0%	112
Spent \$1000-1499 on home PC (most recent purchase)	6,847	15.5%	119
Spent \$1500-1999 on home PC (most recent purchase)	3,783	8.6%	121
Spent \$2000+ on home PC (most recent purchase)	3,283	7.4%	120
Purchased home PC at computer superstore	6,806	15.4%	121
Purchased home PC at department store	2,058	4.7%	94
Purchased home PC direct from manufacturer	7,260	16.4%	118
Purchased home PC at electronics store	5,737	13.0%	118
Purchased home PC on Internet	4,548	10.3%	120
Purchased home PC at warehouse discount outlet	1,037	2.3%	107
HH owns desktop PC	28,640	64.8%	113
HH owns laptop/notebook/tablet PC	16,629	37.6%	121
HH owns any Apple/Mac clone brand PC	3,001	6.8%	109
HH owns any IBM/IBM compatible brand PC	33,575	76.0%	113
Brand of PC that HH owns: Compaq	4,211	9.5%	112
Brand of PC that HH owns: Dell	15,632	35.4%	115
Brand of PC that HH owns: Gateway	3,099	7.0%	105
Brand of PC that HH owns: Hewlett Packard	8,032	18.2%	117
Brand of PC that HH owns: Sony Vaio	1,442	3.3%	112
Child (under 18) uses home PC	10,965	24.8%	117
HH owns CD burner	19,083	43.2%	117
HH owns CD ROM drive	19,679	44.5%	114
HH owns DVD drive	13,089	29.6%	119
HH owns DVD-RW (DVD burner)	10,688	24.2%	118
HH owns external hard drive	7,484	16.9%	119
HH owns flash drive	11,224	25.4%	124
HH owns LAN/network interface card	6,272	14.2%	128
HH owns inkjet printer	21,570	48.8%	114
HH owns laser printer	7,552	17.1%	124
HH owns modem/fax modem	10,710	24.2%	116
HH owns removable cartridge storage device	2,881	6.5%	112
HH owns scanner	14,706	33.3%	117
HH owns PC speakers	21,173	47.9%	115
HH owns tape backup	1,275	2.9%	108
HH owns webcam	6,082	13.8%	121
HH owns software: accounting	4,704	10.6%	120
HH owns software: communications/fax	4,396	9.9%	122
HH owns software: database/filing	4,209	9.5%	117
HH owns software: desktop publishing	6,496	14.7%	121

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.10552
Longitude: -84.29619

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	5,209	11.8%	118
HH owns software: entertainment/games	14,659	33.2%	114
HH owns software: online meeting/conference	1,443	3.3%	114
HH owns software: personal finance/tax prep	8,263	18.7%	132
HH owns software: presentation graphics	4,348	9.8%	123
HH owns software: multimedia	8,110	18.3%	120
HH owns software: networking	5,998	13.6%	121
HH owns software: security/anti-virus	15,056	34.1%	121
HH owns software: spreadsheet	12,912	29.2%	126
HH owns software: utility	3,805	8.6%	121
HH owns software: web authoring	1,766	4.0%	115
HH owns software: word processing	18,186	41.1%	122
Spent \$500+ on software for home PC in last 12 mo	1,172	2.7%	111
Purchased computer book in last 12 months	2,202	5.0%	115
HH owns fax machine	3,104	7.0%	117
Purchased audio equipment in last 12 months	4,440	10.0%	103
Purchased headphones in last 12 months	1,793	4.1%	102
HH owns camcorder	10,282	23.3%	119
Purchased camcorder in last 12 months	1,022	2.3%	109
HH owns CD player	22,661	51.3%	111
Purchased CD player in last 12 months	1,696	3.8%	99
HH owns DVD player	31,406	71.1%	107
Purchased DVD player in last 12 months	4,532	10.3%	106
HH owns 1 TV	7,128	16.1%	82
HH owns 2 TVs	11,633	26.3%	100
HH owns 3 TVs	10,407	23.5%	105
HH owns 4+ TVs	10,808	24.5%	116
HH owns miniature screen TV (<13 in)	3,759	8.5%	107
Most recent TV purchase: miniature screen (<13 in)	1,166	2.6%	95
HH owns regular screen TV (13-26 in)	19,582	44.3%	102
Most recent TV purchase: regular screen (13-26 in)	9,449	21.4%	92
HH owns large screen TV (27-35 in)	21,565	48.8%	105
Most recent TV purchase: large screen (27-35 in)	13,720	31.0%	98
HH owns big screen TV (36-42 in)	9,755	22.1%	117
Most recent TV purchase: big screen (36-42 in)	7,113	16.1%	114
HH owns giant screen TV (over 42 in)	7,687	17.4%	122
Most recent TV purchase: giant screen (over 42 in)	6,041	13.7%	122
HH owns LCD TV	10,100	22.8%	119
HH owns plasma TV	4,230	9.6%	116
HH owns projection TV	2,794	6.3%	117
HH owns video game system	16,299	36.9%	110
Purchased video game system in last 12 months	5,428	12.3%	114
HH owns video game system: handheld	7,778	17.6%	114
HH owns video game system: attached to TV/computer	14,397	32.6%	110
HH owns video game system: Game Boy	3,447	7.8%	113
HH owns video game system: Game Boy Advance/SP	3,503	7.9%	120
HH owns video game system: Nintendo DS	3,906	8.8%	117

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Latitude: 39.10552
Longitude: -84.29619

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: Nintendo GameCube	2,490	5.6%	112
HH owns video game system: Nintendo Wii	3,614	8.2%	121
HH owns video game system: PlayStation 2	7,640	17.3%	105
HH owns video game system: PlayStation 3	1,723	3.9%	108
HH owns video game system: Sony PlayStation/PS One	1,871	4.2%	105
HH owns video game system: Sony PSP	1,415	3.2%	109
HH owns video game system: Xbox	2,940	6.7%	112
HH owns video game system: Xbox 360	3,458	7.8%	121
HH purchased 5+ video games in last 12 months	3,246	7.3%	113
HH spent \$101+ on video games in last 12 months	4,106	9.3%	115
Owns MP3 player	26,579	31.7%	118
Purchased MP3 player in last 12 months	10,236	12.2%	120
Owns Apple iPod	11,231	13.4%	121
Purchased Apple iPod in last 12 months	3,390	4.0%	120
Have any access to the Internet	76,633	91.5%	108
Have access to Internet: at home	67,894	81.1%	115
Have access to Internet: at work	38,615	46.1%	124
Have access to Internet: at school/library	22,561	26.9%	107
Have access to Internet: not hm/work/school/library	17,797	21.3%	110
Use Internet less than once a week	2,541	3.0%	76
Use Internet 1-2 times per week	3,907	4.7%	85
Use Internet 3-6 times per week	6,739	8.0%	100
Use Internet once a day	10,098	12.1%	109
Use Internet 2-4 times per day	17,647	21.1%	120
Use Internet 5 or more times per day	26,638	31.8%	127
Any Internet or online usage in last 30 days	67,565	80.7%	114
Used Internet in last 30 days: at home	61,675	73.7%	119
Used Internet in last 30 days: at work	33,903	40.5%	127
Used Internet in last 30 days: at school/library	6,651	7.9%	103
Used Internet/30 days: not home/work/school/library	8,352	10.0%	108
Internet last 30 days: used email	61,790	73.8%	119
Internet last 30 days: used Instant Messenger	23,854	28.5%	112
Internet last 30 days: paid bills online	34,382	41.1%	125
Internet last 30 days: visited online blog	9,275	11.1%	116
Internet last 30 days: wrote online blog	3,401	4.1%	110
Internet last 30 days: visited chat room	3,618	4.3%	93
Internet last 30 days: looked for employment	11,951	14.3%	109
Internet last 30 days: played games online	18,288	21.8%	104
Internet last 30 days: traded/tracked investments	12,434	14.9%	133
Internet last 30 days: downloaded music	17,321	20.7%	112
Internet last 30 days: made phone call	3,566	4.3%	116
Internet last 30 days: made personal purchase	32,432	38.7%	126
Internet last 30 days: made business purchase	10,013	12.0%	125
Internet last 30 days: made travel plans	18,822	22.5%	130
Internet last 30 days: watched online video	18,695	22.3%	116
Internet last 30 days: obtained new/used car info	9,152	10.9%	124
Internet last 30 days: obtained financial info	25,763	30.8%	128
Internet last 30 days: obtained medical info	16,834	20.1%	120
Internet last 30 days: obtained latest news	40,020	47.8%	124
Internet last 30 days: obtained real estate info	11,896	14.2%	132

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Longitude: -84.29619

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	24,377	29.1%	126
Ordered anything on Internet in last 12 months	36,722	43.9%	127
Ordered on Internet/12 mo: airline ticket	18,981	22.7%	135
Ordered on Internet/12 mo: CD/tape	4,411	5.3%	120
Ordered on Internet/12 mo: clothing	15,307	18.3%	126
Ordered on Internet/12 mo: computer	3,504	4.2%	122
Ordered on Internet/12 mo: computer peripheral	4,537	5.4%	125
Ordered on Internet/12 mo: DVD	6,673	8.0%	121
Ordered on Internet/12 mo: flowers	5,235	6.3%	135
Ordered on Internet/12 mo: software	6,102	7.3%	128
Ordered on Internet/12 mo: tickets (concerts etc.)	10,368	12.4%	129
Ordered on Internet/12 mo: toy	4,941	5.9%	119
Purchased item from amazon.com in last 12 months	14,577	17.4%	124
Purchased item from barnes&noble.com in last 12 mo	3,456	4.1%	129
Purchased item from bestbuy.com in last 12 months	2,707	3.2%	128
Purchased item from ebay.com in last 12 months	8,879	10.6%	114
Purchased item from walmart.com in last 12 months	3,813	4.6%	111
Spent on Internet orders last 12 months: <\$100	5,187	6.2%	114
Spent on Internet orders last 12 months: \$100-199	4,994	6.0%	110
Spent on Internet orders last 12 months: \$200-499	8,389	10.0%	120
Spent on Internet orders last 12 months: \$500+	16,260	19.4%	134
Connection to Internet from home: dial-up modem	5,514	6.6%	79
Connection to Internet from home: cable modem	29,013	34.7%	129
Connection to Internet from home: DSL	22,880	27.3%	111
Connection to Internet from home: wireless	14,751	17.6%	128
Connection to Internet from home: any broadband	59,887	71.5%	121
DVDs rented in last 30 days: 1	2,493	3.0%	113
DVDs rented in last 30 days: 2	4,603	5.5%	119
DVDs rented in last 30 days: 3	3,010	3.6%	112
DVDs rented in last 30 days: 4	3,676	4.4%	113
DVDs rented in last 30 days: 5+	13,088	15.6%	118
Rented video tape/DVD last month: action/adventure	19,438	23.2%	115
Rented video tape/DVD last month: classic	4,841	5.8%	111
Rented video tape/DVD last month: comedy	20,124	24.0%	116
Rented video tape/DVD last month: drama	13,504	16.1%	119
Rented video tape/DVD last month: family/children	8,394	10.0%	113
Rented video tape/DVD last month: foreign	1,763	2.1%	106
Rented video tape/DVD last month: horror	5,856	7.0%	94
Rented video tape/DVD last month: romance	7,103	8.5%	113
Rented video tape/DVD last month: science fiction	4,793	5.7%	108
Rented video tape/DVD last mo at Blockbuster Video	12,939	15.5%	128
Rented video tape/DVD last mo at Hollywood Video	4,237	5.1%	122
Bought video tape/DVD last month: action/adventure	7,392	8.8%	105
Bought video tape/DVD last month: classic	2,147	2.6%	94
Bought video tape/DVD last month: comedy	6,993	8.4%	104
Bought video tape/DVD last month: drama	3,917	4.7%	108
Bought video tape/DVD last month: family/children	5,023	6.0%	102
Bought video tape/DVD last month: horror	1,910	2.3%	73
Bought video tape/DVD last month: romance	2,128	2.5%	100

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ECONOMIC DEVELOPMENT

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Longitude: -84.29619

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	2,161	2.6%	104
Bought blank video tape in last 6 months	9,575	11.4%	101
Bought 7+ blank video tapes in last 6 months	2,079	2.5%	95
DVDs purchased in last 30 days: 1	4,705	5.6%	113
DVDs purchased in last 30 days: 2	4,505	5.4%	114
DVDs purchased in last 30 days: 3-4	3,928	4.7%	101
DVDs purchased in last 30 days: 5+	3,865	4.6%	89
Bought any camera in last 12 months	11,253	13.4%	105
Spent on cameras in last 12 months: <\$100	3,239	3.9%	87
Spent on cameras in last 12 months: \$100-199	2,692	3.2%	107
Spent on cameras in last 12 months: \$200+	3,828	4.6%	115
Own APS (point & shoot or SLR) camera	2,738	3.3%	119
Own digital camera	33,280	39.7%	121
Bought digital camera in last 12 months	6,536	7.8%	114
Own digital point & shoot camera	25,211	30.1%	121
Bought digital point & shoot camera in last 12 mo	4,626	5.5%	112
Own digital SLR camera	9,242	11.0%	119
Bought digital SLR camera in last 12 months	2,031	2.4%	108
Own 35mm auto focus point & shoot camera	4,323	5.2%	110
Own 35mm auto focus single lens reflex camera	2,346	2.8%	118
Own 35mm auto focus zoom camera	4,917	5.9%	104
Own 35mm single lens reflex camera	2,906	3.5%	116
Own Canon camera	16,243	19.4%	123
Bought Canon camera in last 12 months	2,089	2.5%	117
Own Fuji camera	3,295	3.9%	97
Own Kodak camera	9,792	11.7%	99
Bought Kodak camera in last 12 months	2,119	2.5%	85
Own Nikon camera	5,462	6.5%	121
Own Olympus camera	4,713	5.6%	124
Own Polaroid camera	1,563	1.9%	76
Bought any camera accessory in last 12 months	41,356	49.4%	116
Bought film in last 12 months	16,586	19.8%	104
Bought film in last 12 months: <3 rolls	7,492	8.9%	101
Bought film in last 12 months: 3-6 rolls	5,319	6.4%	101
Bought film in last 12 months: 7+ rolls	3,771	4.5%	106
Bought film in last 12 mo: APS (color prints)	2,378	2.8%	106
Bought film in last 12 mo: instant developing	1,498	1.8%	89
Bought film in last 12 mo: 35mm (black & white)	814	1.0%	102
Bought film in last 12 mo: 35mm (color prints)	10,024	12.0%	105
Bought Fuji film in last 12 months	4,121	4.9%	98
Bought Kodak film in last 12 months	10,462	12.5%	105
Bought store-brand film in last 12 months	1,866	2.2%	105
Purchased film in last 12 mo: department store	2,287	2.7%	73
Purchased film in last 12 mo: discount store	4,050	4.8%	101

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Ring: 5 miles radius

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Latitude: 39.10552
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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Purchased film in last 12 mo: drug store	4,318	5.2%	110
Purchased film in last 12 mo: grocery store	1,884	2.3%	105
Purchased film in last 12 mo: 1 hour service store	1,981	2.4%	93
Had film processed at discount store	2,901	3.5%	105
Had film processed at drug store	3,860	4.6%	108
Had film processed at 1 hour service store	2,374	2.8%	98
Bought memory card for camera in last 12 months	7,422	8.9%	116
Own memory card for camera	25,004	29.9%	121

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March 27, 2012



Financial Investments Market Potential

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.10552
Longitude: -84.29619

Demographic Summary		2010	2015	
Population		7,551	7,747	
Population 18+		5,624	5,769	
Households		3,212	3,316	
Median Household Income		\$52,576	\$61,249	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Bank/financial institution: use full service bank		2,663	47.4%	96
Bank/financial institution: use savings & loan		515	9.2%	88
Bank/financial institution: use credit union		1,472	26.2%	116
Bank/financial institution: use fed savings bank		120	2.1%	93
Bank/financial institution: use mutual funds co		149	2.6%	81
Bank/financial institution: use Internet Bank		239	4.3%	98
Used ATM/cash machine in last 12 months		3,158	56.2%	111
Banked in person in last 12 months		2,887	51.3%	99
Banked by mail in last 12 months		288	5.1%	96
Banked by phone in last 12 months		956	17.0%	113
Did banking over the Internet in last 12 months		1,697	30.2%	111
Used direct deposit of paycheck in last 12 months		2,285	40.6%	105
Have interest checking account		1,791	31.8%	99
Have non-interest checking account		1,573	28.0%	105
Have money market account		590	10.5%	85
Have savings account		2,177	38.7%	106
Have 401K retirement savings		1,030	18.3%	103
Have IRA retirement savings		713	12.7%	84
Have auto loan for new car		670	11.9%	103
Have personal loan for education only		230	4.1%	101
Have personal loan-not for education		103	1.8%	73
Have home mortgage (1st)		1,048	18.6%	97
Have 2nd mortgage (equity loan)		340	6.0%	96
Have home equity line of credit		268	4.8%	79
Have personal line of credit		238	4.2%	94
Have overdraft protection		731	13.0%	98
Own any securities investment		1,289	22.9%	92
Own annuities		156	2.8%	91
Own certificate of deposit (6 months or less)		156	2.8%	79
Own certificate of deposit (more than 6 months)		261	4.6%	83
Own common/preferred stock in company you work for		141	2.5%	83
Own common stock in company you don't work for		271	4.8%	76
Own insured money market account (bank)		93	1.7%	80
Own shares in money market fund		279	5.0%	75
Own shares in mutual fund (bonds)		280	5.0%	84
Own shares in mutual fund (stock)		457	8.1%	86
Own any stock		415	7.4%	80
Own stock with market value <\$10000		143	2.5%	82
Own stock with market value \$10000-49999		135	2.4%	96
Own stock with market value \$50000+		77	1.4%	55

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Product/Consumer Behavior	Expected Number of		Percent	MPI
	Adults			
Own U.S. savings bond	377		6.7%	98
Used financial planning counsel in last 12 months	388		6.9%	88
Used full service brokerage firm in last 12 months	276		4.9%	79
Own any credit/debit card (in own name)	4,207		74.8%	101
Own American Express card (in own name)	556		9.9%	80
Own Discover card (in own name)	579		10.3%	92
Own MasterCard (in own name)	1,827		32.5%	95
Own Visa (in own name)	2,857		50.8%	104
Own any department store credit card (in own name)	1,688		30.0%	97
Avg monthly credit card expenditures: <\$111	788		14.0%	101
Avg monthly credit card expenditures: \$111-225	441		7.8%	101
Avg monthly credit card expenditures: \$226-450	413		7.3%	98
Avg monthly credit card expenditures: \$451-700	331		5.9%	92
Avg monthly credit card expenditures: \$701+	607		10.8%	81

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Investments Market Potential

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.10552
Longitude: -84.29619

Demographic Summary		2010	2015	
Population		51,523	53,332	
Population 18+		38,160	39,572	
Households		19,691	20,461	
Median Household Income		\$71,461	\$78,998	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Bank/financial institution: use full service bank		20,453	53.6%	108
Bank/financial institution: use savings & loan		4,139	10.8%	104
Bank/financial institution: use credit union		10,481	27.5%	121
Bank/financial institution: use fed savings bank		849	2.2%	97
Bank/financial institution: use mutual funds co		1,499	3.9%	120
Bank/financial institution: use Internet Bank		2,032	5.3%	123
Used ATM/cash machine in last 12 months		22,998	60.3%	119
Banked in person in last 12 months		21,608	56.6%	109
Banked by mail in last 12 months		2,358	6.2%	116
Banked by phone in last 12 months		6,538	17.1%	114
Did banking over the Internet in last 12 months		13,596	35.6%	131
Used direct deposit of paycheck in last 12 months		17,244	45.2%	117
Have interest checking account		14,136	37.0%	115
Have non-interest checking account		11,457	30.0%	113
Have money market account		5,878	15.4%	125
Have savings account		16,293	42.7%	117
Have 401K retirement savings		8,946	23.4%	132
Have IRA retirement savings		7,010	18.4%	122
Have auto loan for new car		5,345	14.0%	121
Have personal loan for education only		1,905	5.0%	123
Have personal loan-not for education		831	2.2%	87
Have home mortgage (1st)		9,708	25.4%	132
Have 2nd mortgage (equity loan)		3,211	8.4%	134
Have home equity line of credit		2,903	7.6%	127
Have personal line of credit		1,932	5.1%	112
Have overdraft protection		6,120	16.0%	121
Own any securities investment		11,209	29.4%	118
Own annuities		1,278	3.3%	110
Own certificate of deposit (6 months or less)		1,408	3.7%	105
Own certificate of deposit (more than 6 months)		2,320	6.1%	109
Own common/preferred stock in company you work for		1,510	4.0%	131
Own common stock in company you don't work for		2,787	7.3%	116
Own insured money market account (bank)		906	2.4%	115
Own shares in money market fund		3,008	7.9%	119
Own shares in mutual fund (bonds)		2,754	7.2%	122
Own shares in mutual fund (stock)		4,588	12.0%	128
Own any stock		4,213	11.0%	120
Own stock with market value <\$10000		1,296	3.4%	109
Own stock with market value \$10000-49999		1,253	3.3%	131
Own stock with market value \$50000+		1,029	2.7%	108

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Investments Market Potential

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.10552
Longitude: -84.29619

Product/Consumer Behavior	Expected Number of		Percent	MPI
	Adults			
Own U.S. savings bond	3,089		8.1%	118
Used financial planning counsel in last 12 months	3,581		9.4%	120
Used full service brokerage firm in last 12 months	2,801		7.3%	119
Own any credit/debit card (in own name)	31,046		81.4%	110
Own American Express card (in own name)	5,831		15.3%	123
Own Discover card (in own name)	4,933		12.9%	116
Own MasterCard (in own name)	14,791		38.8%	113
Own Visa (in own name)	21,645		56.7%	116
Own any department store credit card (in own name)	13,337		35.0%	113
Avg monthly credit card expenditures: <\$111	5,532		14.5%	105
Avg monthly credit card expenditures: \$111-225	3,090		8.1%	104
Avg monthly credit card expenditures: \$226-450	3,200		8.4%	112
Avg monthly credit card expenditures: \$451-700	2,843		7.5%	117
Avg monthly credit card expenditures: \$701+	6,517		17.1%	128

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March 27, 2012



Financial Investments Market Potential

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.10552
Longitude: -84.29619

Demographic Summary		2010	2015	
Population		112,442	116,290	
Population 18+		83,732	86,835	
Households		44,202	45,812	
Median Household Income		\$68,944	\$78,056	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Bank/financial institution: use full service bank		45,798	54.7%	111
Bank/financial institution: use savings & loan		9,299	11.1%	106
Bank/financial institution: use credit union		22,756	27.2%	120
Bank/financial institution: use fed savings bank		2,007	2.4%	104
Bank/financial institution: use mutual funds co		3,457	4.1%	127
Bank/financial institution: use Internet Bank		4,218	5.0%	117
Used ATM/cash machine in last 12 months		49,860	59.5%	117
Banked in person in last 12 months		47,972	57.3%	110
Banked by mail in last 12 months		5,214	6.2%	116
Banked by phone in last 12 months		14,254	17.0%	113
Did banking over the Internet in last 12 months		29,385	35.1%	129
Used direct deposit of paycheck in last 12 months		37,721	45.1%	117
Have interest checking account		31,748	37.9%	118
Have non-interest checking account		24,853	29.7%	112
Have money market account		13,522	16.1%	131
Have savings account		36,118	43.1%	119
Have 401K retirement savings		19,205	22.9%	129
Have IRA retirement savings		16,032	19.1%	127
Have auto loan for new car		11,472	13.7%	119
Have personal loan for education only		3,914	4.7%	115
Have personal loan-not for education		1,883	2.2%	89
Have home mortgage (1st)		21,011	25.1%	131
Have 2nd mortgage (equity loan)		7,081	8.5%	135
Have home equity line of credit		6,597	7.9%	131
Have personal line of credit		4,359	5.2%	115
Have overdraft protection		13,629	16.3%	122
Own any securities investment		25,790	30.8%	123
Own annuities		3,007	3.6%	118
Own certificate of deposit (6 months or less)		3,426	4.1%	116
Own certificate of deposit (more than 6 months)		5,427	6.5%	116
Own common/preferred stock in company you work for		3,360	4.0%	133
Own common stock in company you don't work for		6,808	8.1%	129
Own insured money market account (bank)		2,216	2.6%	128
Own shares in money market fund		7,250	8.7%	131
Own shares in mutual fund (bonds)		6,472	7.7%	130
Own shares in mutual fund (stock)		10,455	12.5%	133
Own any stock		9,999	11.9%	130
Own stock with market value <\$10000		3,018	3.6%	116
Own stock with market value \$10000-49999		2,749	3.3%	131
Own stock with market value \$50000+		2,658	3.2%	127

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Investments Market Potential

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.10552
Longitude: -84.29619

Product/Consumer Behavior	Expected Number of		Percent	MPI
	Adults			
Own U.S. savings bond	6,913		8.3%	121
Used financial planning counsel in last 12 months	8,306		9.9%	126
Used full service brokerage firm in last 12 months	6,644		7.9%	128
Own any credit/debit card (in own name)	68,608		81.9%	111
Own American Express card (in own name)	13,386		16.0%	129
Own Discover card (in own name)	10,934		13.1%	117
Own MasterCard (in own name)	33,076		39.5%	115
Own Visa (in own name)	47,771		57.1%	116
Own any department store credit card (in own name)	30,224		36.1%	116
Avg monthly credit card expenditures: <\$111	11,982		14.3%	103
Avg monthly credit card expenditures: \$111-225	6,892		8.2%	106
Avg monthly credit card expenditures: \$226-450	7,145		8.5%	114
Avg monthly credit card expenditures: \$451-700	6,252		7.5%	117
Avg monthly credit card expenditures: \$701+	14,796		17.7%	132

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March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Pets and Products Market Potential

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.10552
Longitude: -84.29619

Demographic Summary		2010	2015
Population		7,551	7,747
Population 18+		5,624	5,769
Households		3,212	3,316
Median Household Income		\$52,576	\$61,249
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	1,590	49.5%	96
HH owns any bird	93	2.9%	100
HH owns any cat	722	22.5%	93
HH owns any dog	1,130	35.2%	93
HH owns 1 cat	405	12.6%	98
HH owns 2+ cats	317	9.9%	85
HH owns 1 dog	724	22.5%	96
HH owns 2+ dogs	406	12.6%	86
HH used canned cat food in last 6 months	349	10.9%	93
HH used <4 cans of cat food in last 7 days	138	4.3%	99
HH used 8+ cans of cat food in last 7 days	91	2.8%	79
HH used packaged dry cat food in last 6 months	693	21.6%	93
HH used <5 pounds of packaged dry cat food last mo	242	7.5%	92
HH used 11+ pounds of packaged dry cat food last mo	184	5.7%	80
HH used cat treats in last 6 months	322	10.0%	98
HH used cat litter in last 6 months	616	19.2%	94
HH used canned dog food in last 6 months	401	12.5%	94
HH used packaged dry dog food in last 6 months	1,084	33.7%	93
HH used <10 pounds of pkgd dry dog food last month	504	15.7%	94
HH used 25+ pounds of pkgd dry dog food last month	291	9.1%	82
HH used dog biscuits/treats in last 6 months	907	28.2%	95
HH used <2 packages of dog biscuits/treats last mo	442	13.8%	93
HH used 4+ packages of dog biscuits/treats last mo	162	5.0%	91
HH used flea/tick care prod for cat/dog last 12 mo	983	30.6%	90
HH member took pet to vet in last 12 mo: 1 time	398	12.4%	98
HH member took pet to vet in last 12 mo: 2 times	324	10.1%	91
HH member took pet to vet in last 12 mo: 3 times	171	5.3%	95
HH member took pet to vet in last 12 mo: 4 times	125	3.9%	94
HH member took pet to vet in last 12 mo: 5+ times	160	5.0%	89
Bought pet food from vet in last 12 months	135	4.2%	82
Bought flea control product from vet in last 12 mo	373	11.6%	87

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Pets and Products Market Potential

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.10552
Longitude: -84.29619

Demographic Summary		2010	2015
Population		51,523	53,332
Population 18+		38,160	39,572
Households		19,691	20,461
Median Household Income		\$71,461	\$78,998
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	10,807	54.9%	106
HH owns any bird	552	2.8%	97
HH owns any cat	4,882	24.8%	103
HH owns any dog	7,891	40.1%	106
HH owns 1 cat	2,609	13.3%	103
HH owns 2+ cats	2,271	11.5%	100
HH owns 1 dog	5,071	25.8%	110
HH owns 2+ dogs	2,821	14.3%	98
HH used canned cat food in last 6 months	2,294	11.7%	100
HH used <4 cans of cat food in last 7 days	876	4.4%	102
HH used 8+ cans of cat food in last 7 days	662	3.4%	93
HH used packaged dry cat food in last 6 months	4,698	23.9%	103
HH used <5 pounds of packaged dry cat food last mo	1,649	8.4%	103
HH used 11+ pounds of packaged dry cat food last mo	1,268	6.4%	89
HH used cat treats in last 6 months	2,145	10.9%	106
HH used cat litter in last 6 months	4,268	21.7%	106
HH used canned dog food in last 6 months	2,663	13.5%	102
HH used packaged dry dog food in last 6 months	7,572	38.5%	106
HH used <10 pounds of pkgd dry dog food last month	3,398	17.3%	104
HH used 25+ pounds of pkgd dry dog food last month	2,119	10.8%	98
HH used dog biscuits/treats in last 6 months	6,288	31.9%	108
HH used <2 packages of dog biscuits/treats last mo	3,235	16.4%	111
HH used 4+ packages of dog biscuits/treats last mo	1,060	5.4%	97
HH used flea/tick care prod for cat/dog last 12 mo	6,841	34.7%	102
HH member took pet to vet in last 12 mo: 1 time	2,667	13.5%	107
HH member took pet to vet in last 12 mo: 2 times	2,284	11.6%	105
HH member took pet to vet in last 12 mo: 3 times	1,177	6.0%	106
HH member took pet to vet in last 12 mo: 4 times	904	4.6%	111
HH member took pet to vet in last 12 mo: 5+ times	1,194	6.1%	109
Bought pet food from vet in last 12 months	980	5.0%	97
Bought flea control product from vet in last 12 mo	2,876	14.6%	110

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Pets and Products Market Potential

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.10552
Longitude: -84.29619

Demographic Summary		2010	2015
Population		112,442	116,290
Population 18+		83,732	86,835
Households		44,202	45,812
Median Household Income		\$68,944	\$78,056
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	23,747	53.7%	104
HH owns any bird	1,151	2.6%	90
HH owns any cat	10,864	24.6%	102
HH owns any dog	17,118	38.7%	102
HH owns 1 cat	5,874	13.3%	104
HH owns 2+ cats	4,989	11.3%	98
HH owns 1 dog	11,142	25.2%	107
HH owns 2+ dogs	5,978	13.5%	92
HH used canned cat food in last 6 months	5,278	11.9%	103
HH used <4 cans of cat food in last 7 days	1,949	4.4%	101
HH used 8+ cans of cat food in last 7 days	1,561	3.5%	98
HH used packaged dry cat food in last 6 months	10,413	23.6%	102
HH used <5 pounds of packaged dry cat food last mo	3,781	8.6%	105
HH used 11+ pounds of packaged dry cat food last mo	2,790	6.3%	88
HH used cat treats in last 6 months	4,731	10.7%	104
HH used cat litter in last 6 months	9,509	21.5%	105
HH used canned dog food in last 6 months	5,810	13.1%	99
HH used packaged dry dog food in last 6 months	16,440	37.2%	102
HH used <10 pounds of pkgd dry dog food last month	7,373	16.7%	100
HH used 25+ pounds of pkgd dry dog food last month	4,667	10.6%	96
HH used dog biscuits/treats in last 6 months	13,712	31.0%	105
HH used <2 packages of dog biscuits/treats last mo	6,961	15.7%	106
HH used 4+ packages of dog biscuits/treats last mo	2,335	5.3%	95
HH used flea/tick care prod for cat/dog last 12 mo	15,050	34.0%	100
HH member took pet to vet in last 12 mo: 1 time	5,893	13.3%	105
HH member took pet to vet in last 12 mo: 2 times	5,119	11.6%	105
HH member took pet to vet in last 12 mo: 3 times	2,588	5.9%	104
HH member took pet to vet in last 12 mo: 4 times	1,973	4.5%	108
HH member took pet to vet in last 12 mo: 5+ times	2,683	6.1%	109
Bought pet food from vet in last 12 months	2,285	5.2%	101
Bought flea control product from vet in last 12 mo	6,397	14.5%	109

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Health and Beauty Market Potential

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.10552
Longitude: -84.29619

Demographic Summary		2010	2015	
Population		7,551	7,747	
Population 18+		5,624	5,769	
Households		3,212	3,316	
Median Household Income		\$52,576	\$61,249	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Exercise at home 2+ times per week		1,724	30.7%	102
Exercise at club 2+ times per week		679	12.1%	98
Exercise at other facility (not club) 2+ times/wk		506	9.0%	111
Own stationary bicycle		260	4.6%	82
Own treadmill		469	8.3%	85
Own weight lifting equipment		768	13.7%	105
Presently controlling diet		2,297	40.8%	99
Diet control for blood sugar level		358	6.4%	87
Diet control for cholesterol level		522	9.3%	92
Diet control to maintain weight		603	10.7%	96
Diet control for physical fitness		547	9.7%	97
Diet control for salt restriction		153	2.7%	81
Diet control for weight loss		873	15.5%	109
Used doctor's care/diet for diet method		174	3.1%	103
Used exercise program for diet method		522	9.3%	109
Used Weight Watchers as diet method		160	2.8%	93
Buy foods specifically labeled as fat-free		974	17.3%	99
Buy foods specifically labeled as high fiber		659	11.7%	102
Buy foods specifically labeled as high protein		307	5.5%	100
Buy foods specifically labeled as lactose-free		105	1.9%	101
Buy foods specifically labeled as low-calorie		621	11.0%	102
Buy foods specifically labeled as low-carb		426	7.6%	98
Buy foods specifically labeled as low-cholesterol		444	7.9%	96
Buy foods specifically labeled as low-fat		768	13.7%	103
Buy foods specifically labeled as low-sodium		492	8.7%	97
Buy foods specifically labeled as natural/organic		426	7.6%	90
Buy foods specifically labeled as sugar-free		782	13.9%	104
Used butter alternatives in last 6 months		292	5.2%	124
Used egg alternatives in last 6 months		838	14.9%	105
Used salt alternatives in last 6 months		1,644	29.2%	105
Drank meal/dietary supplement in last 6 months		464	8.3%	113
Used nutrition/energy bar in last 6 months		815	14.5%	103
Drank sports drink/thirst quencher in last 6 mo		2,054	36.5%	114
Used vitamin/dietary supplement in last 6 months		2,656	47.2%	97
Vitamin/dietary suppl used/6 mo: antioxidant		136	2.4%	83
Vitamin/dietary suppl used/6 mo: B complex		255	4.5%	93
Vitamin/dietary suppl used/6 mo: B complex+C		103	1.8%	94
Vitamin/dietary suppl used/6 mo: B-6		110	2.0%	96
Vitamin/dietary suppl used/6 mo: B-12		288	5.1%	91
Vitamin/dietary suppl used/6 mo: C		481	8.6%	102
Vitamin/dietary suppl used/6 mo: calcium		533	9.5%	88

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	220	3.9%	79
Vitamin/dietary suppl used/6 mo: E	273	4.9%	98
Vitamin/dietary suppl used/6 mo: garlic	88	1.6%	92
Vitamin/dietary suppl used/6 mo: glucosamine	226	4.0%	87
Vitamin/dietary suppl used/6 mo: multiple formula	685	12.2%	104
Vitamin/dietary suppl used/6 mo: multiple w/iron	246	4.4%	101
Vitamin/dietary suppl used/6 mo: mult w/minerals	296	5.3%	89
Vitamin/dietary suppl used/6 mo: zinc	118	2.1%	91
Vitamin/dietary suppl/6 mo: Caltrate 600	108	1.9%	72
Vitamin/dietary suppl/6 mo: Centrum	328	5.8%	100
Vitamin/dietary suppl/6 mo: Nature Made	288	5.1%	87
Visited doctor in last 12 months	4,280	76.1%	98
Visited doctor in last 12 months: 1-3 times	1,889	33.6%	99
Visited doctor in last 12 months: 4-7 times	1,191	21.2%	95
Visited doctor in last 12 months: 8+ times	1,201	21.4%	99
Visited doctor in last 12 mo: allergist	163	2.9%	121
Visited doctor in last 12 mo: cardiologist	348	6.2%	88
Visited doctor in last 12 mo: chiropractor	367	6.5%	88
Visited doctor in last 12 mo: dentist	2,068	36.8%	97
Visited doctor in last 12 mo: dermatologist	356	6.3%	89
Visited doctor in last 12 mo: ear/nose/throat	196	3.5%	76
Visited doctor in last 12 mo: eye	1,104	19.6%	95
Visited doctor in last 12 mo: general/family	2,318	41.2%	97
Visited doctor in last 12 mo: internist	315	5.6%	76
Visited doctor in last 12 mo: physical therapist	226	4.0%	89
Visited doctor in last 12 mo: podiatrist	169	3.0%	89
Visited doctor in last 12 mo: urologist	190	3.4%	87
Visited nurse practitioner in last 12 months	218	3.9%	92
Wear regular/sun/tinted prescription eyeglasses	1,872	33.3%	97
Wear bi-focals	782	13.9%	88
Wear disposable contact lenses	379	6.7%	104
Wear soft contact lenses	502	8.9%	102
Spent on contact lenses in last 12 mo: <\$100	181	3.2%	115
Spent on contact lenses in last 12 mo: \$100-199	194	3.5%	93
Spent on contact lenses in last 12 mo: \$200+	157	2.8%	92
Bought prescription eyewear: discount optical ctr	441	7.8%	98
Bought prescription eyewear: from eye doctor	1,313	23.3%	91
Bought prescription eyewear: retail optical chain	604	10.7%	97
Used prescription drug for allergy/hay fever	402	7.1%	102
Used prescription drug for anxiety/panic	259	4.6%	113
Used prescription drug for arthritis/rheumatism	134	2.4%	91
Used prescription drug for asthma	232	4.1%	101
Used prescription drug for backache/back pain	458	8.1%	110
Used prescription drug for depression	319	5.7%	96
Used prescr drug for diabetes (insulin dependent)	93	1.7%	84
Used prescr drug for diabetes (non-insulin)	194	3.5%	93
Used prescription drug for eczema/skin itch/rash	139	2.5%	119

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Health and Beauty Market Potential

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.10552
Longitude: -84.29619

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	341	6.1%	92
Used prescription drug for high blood pressure	620	11.0%	88
Used prescription drug for high cholesterol	445	7.9%	91
Used prescription drug for migraine headache	234	4.2%	112
Used prescription drug for sinus congest./headache	239	4.3%	87
Used prescription drug for urinary tract infection	187	3.3%	106
Used last 6 mo: adhesive bandages	3,109	55.3%	100
Used last 6 mo: athlete's foot/foot care product	708	12.6%	90
Used last 6 mo: cold/sinus/allergy med (nonprescr)	2,785	49.5%	104
Used last 6 mo: children's cold tablets/liquids	941	16.7%	111
Used last 6 mo: contact lens cleaning solution	702	12.5%	102
Used last 6 mo: cotton swabs	2,702	48.0%	100
Used last 6 mo: cough/sore throat drops (nonprescr)	2,817	50.1%	106
Used last 6 mo: cough syrup/suppressant (nonprescr)	2,001	35.6%	104
Used last 6 mo: children's cough syrup	852	15.1%	106
Used last 6 mo: diarrhea remedy	985	17.5%	107
Used last 6 mo: eye wash and drops	1,691	30.1%	99
Used last 6 mo: headache/pain reliever (nonprescr)	4,719	83.9%	100
Used last 6 mo: hemorrhoid remedy	460	8.2%	92
Used last 6 mo: indigestion/upset stomach remedy	2,531	45.0%	100
Used last 6 mo: lactose intolerance product	218	3.9%	110
Used last 6 mo: laxative/fiber supplement	709	12.6%	91
Used last 6 mo: medicated skin ointment	1,726	30.7%	98
Used last 6 mo: medicated throat remedy	724	12.9%	112
Used last 6 mo: nasal spray	885	15.7%	99
Used last 6 mo: pain reliever/fever reducer (kids)	1,362	24.2%	109
Used last 6 mo: pain relieving rub/liquid/patch	1,338	23.8%	94
Used last 6 mo: sleeping tablets (nonprescription)	296	5.3%	97
Used last 12 mo: sunburn remedy	858	15.3%	99
Used last 12 mo: suntan/sunscreen product	2,088	37.1%	97
Used last 12 mo: SPF 15+ suntan/sunscreen product	1,672	29.7%	99
Used last 6 mo: toothache/gum/canker sore remedy	999	17.8%	106
Used last 6 mo: vitamins for children	906	16.1%	109
Used body powder in last 6 months	1,540	27.4%	98
Used body powder <3 times in last 7 days	669	11.9%	101
Used body powder 8+ times in last 7 days	104	1.8%	85
Used body wash/shower gel in last 6 months	3,089	54.9%	106
Used breath freshener in last 6 months	2,817	50.1%	108
Used complexion care product in last 6 months	2,776	49.4%	104
Used complexion care product <7 times last week	833	14.8%	108
Used complexion care product 11+ times last week	942	16.8%	101
Used complexion care prod: dry facial skin type	424	7.5%	103
Used complexion care prod: normal facial skin type	811	14.4%	95
Used complexion care prod: oily facial skin type	386	6.9%	113
Used dental floss in last 6 months	3,600	64.0%	103

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Health and Beauty Market Potential

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.10552
Longitude: -84.29619

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used dental rinse in last 6 months	1,233	21.9%	109
Used denture adhesive/fixative in last 6 months	329	5.9%	93
Used denture cleaner in last 6 months	547	9.7%	88
Used deodorant/antiperspirant in last 6 months	5,296	94.2%	101
Used deodorant/antiperspirant <8 times last week	3,884	69.1%	101
Used deodorant/antiperspirant 15+ times last week	343	6.1%	101
Used disposable razor in last 6 months	3,031	53.9%	103
Used electric shaver in last 6 months	1,006	17.9%	95
Used hair coloring product (at home) last 6 months	1,225	21.8%	109
Used hair conditioner (at home) in last 6 months	3,603	64.1%	103
Used hair conditioning treatment (at home)/6 mo	1,467	26.1%	111
Used hair growth product in last 6 months	131	2.3%	102
Used hair mousse in last 6 months	996	17.7%	102
Used hair spray (at home) in last 6 months	1,997	35.5%	98
Used hair styling gel/lotion in last 6 months	1,559	27.7%	103
Used hand & body cream/lotion/oil in last 6 months	4,249	75.6%	104
Used hand & body cream/lotion/oil <5 times last wk	1,275	22.7%	106
Used hand & body cream/lotion/oil 9+ times last wk	1,408	25.0%	101
Used hand & body cream in last 6 months	983	17.5%	100
Used hand & body lotion in last 6 months	3,000	53.3%	109
Used hand & body oil in last 6 months	326	5.8%	112
Used lip care in last 6 months	3,542	63.0%	105
Used liquid soap/hand sanitizer in last 6 months	4,468	79.4%	103
Used mouthwash in last 6 months	3,769	67.0%	102
Used mouthwash <4 times in last 7 days	1,250	22.2%	103
Used mouthwash 8+ times in last 7 days	900	16.0%	101
Used shampoo (at home) in last 6 months	5,213	92.7%	101
Used shampoo plus conditioner prod (at home)/6 mo	1,089	19.4%	100
Used shaving cream/gel in last 6 months	2,925	52.0%	99
Used personal care soap (bar) in last 6 months	4,684	83.3%	99
Used personal care soap for antibacterial purpose	1,081	19.2%	100
Used personal care soap for complexion	355	6.3%	92
Used personal care soap for deodorant	878	15.6%	96
Use personal care soap for moisturizing	1,281	22.8%	105
Bought toothbrush in last 6 months	4,872	86.6%	102
Bought electric toothbrush in last 6 months	369	6.6%	98
Used toothpaste in last 6 months	5,414	96.3%	101
Used toothpaste <8 times in last 7 days	1,828	32.5%	101
Used toothpaste 15+ times in last 7 days	906	16.1%	99
Used toothpaste with baking soda in last 6 months	693	12.3%	108
Used toothpaste (gel) in last 6 months	1,653	29.4%	106
Used toothpaste (paste) in last 6 months	2,730	48.5%	100
Used whitening toothpaste in last 6 months	2,005	35.7%	102
Used tooth whitener (not toothpaste) last 6 months	628	11.2%	105
Had professional manicure/pedicure last 6 months	1,061	18.9%	110
Had professional facial/massage last 6 months	529	9.4%	100
Spent \$100+ at barber shops in last 6 months	291	5.2%	96
Spent \$100+ at beauty parlors in last 6 months	848	15.1%	95

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March 27, 2012

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Health and Beauty Market Potential

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 3 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.10552
Longitude: -84.29619

Demographic Summary		2010	2015	
Population		51,523	53,332	
Population 18+		38,160	39,572	
Households		19,691	20,461	
Median Household Income		\$71,461	\$78,998	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Exercise at home 2+ times per week		12,595	33.0%	110
Exercise at club 2+ times per week		6,088	16.0%	130
Exercise at other facility (not club) 2+ times/wk		3,612	9.5%	117
Own stationary bicycle		2,338	6.1%	109
Own treadmill		4,553	11.9%	122
Own weight lifting equipment		6,235	16.3%	126
Presently controlling diet		16,529	43.3%	105
Diet control for blood sugar level		2,460	6.4%	88
Diet control for cholesterol level		3,786	9.9%	98
Diet control to maintain weight		4,599	12.1%	108
Diet control for physical fitness		4,446	11.7%	117
Diet control for salt restriction		1,021	2.7%	80
Diet control for weight loss		6,363	16.7%	117
Used doctor's care/diet for diet method		931	2.4%	81
Used exercise program for diet method		3,965	10.4%	122
Used Weight Watchers as diet method		1,340	3.5%	115
Buy foods specifically labeled as fat-free		7,243	19.0%	108
Buy foods specifically labeled as high fiber		5,120	13.4%	117
Buy foods specifically labeled as high protein		2,318	6.1%	111
Buy foods specifically labeled as lactose-free		606	1.6%	86
Buy foods specifically labeled as low-calorie		4,832	12.7%	117
Buy foods specifically labeled as low-carb		3,238	8.5%	110
Buy foods specifically labeled as low-cholesterol		3,086	8.1%	98
Buy foods specifically labeled as low-fat		5,815	15.2%	115
Buy foods specifically labeled as low-sodium		3,570	9.4%	104
Buy foods specifically labeled as natural/organic		3,855	10.1%	120
Buy foods specifically labeled as sugar-free		5,348	14.0%	105
Used butter alternatives in last 6 months		1,440	3.8%	90
Used egg alternatives in last 6 months		5,491	14.4%	101
Used salt alternatives in last 6 months		10,286	27.0%	97
Drank meal/dietary supplement in last 6 months		3,010	7.9%	108
Used nutrition/energy bar in last 6 months		6,264	16.4%	116
Drank sports drink/thirst quencher in last 6 mo		12,762	33.4%	105
Used vitamin/dietary supplement in last 6 months		19,434	50.9%	105
Vitamin/dietary suppl used/6 mo: antioxidant		1,022	2.7%	92
Vitamin/dietary suppl used/6 mo: B complex		1,894	5.0%	102
Vitamin/dietary suppl used/6 mo: B complex+C		587	1.5%	79
Vitamin/dietary suppl used/6 mo: B-6		739	1.9%	95
Vitamin/dietary suppl used/6 mo: B-12		2,044	5.4%	95
Vitamin/dietary suppl used/6 mo: C		3,675	9.6%	115
Vitamin/dietary suppl used/6 mo: calcium		4,137	10.8%	101

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Health and Beauty Market Potential

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.10552
Longitude: -84.29619

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	1,764	4.6%	94
Vitamin/dietary suppl used/6 mo: E	1,920	5.0%	101
Vitamin/dietary suppl used/6 mo: garlic	594	1.6%	91
Vitamin/dietary suppl used/6 mo: glucosamine	1,807	4.7%	103
Vitamin/dietary suppl used/6 mo: multiple formula	5,259	13.8%	118
Vitamin/dietary suppl used/6 mo: multiple w/iron	1,786	4.7%	108
Vitamin/dietary suppl used/6 mo: mult w/minerals	2,467	6.5%	109
Vitamin/dietary suppl used/6 mo: zinc	788	2.1%	89
Vitamin/dietary suppl/6 mo: Caltrate 600	881	2.3%	87
Vitamin/dietary suppl/6 mo: Centrum	2,291	6.0%	103
Vitamin/dietary suppl/6 mo: Nature Made	2,287	6.0%	102
Visited doctor in last 12 months	30,365	79.6%	102
Visited doctor in last 12 months: 1-3 times	12,908	33.8%	100
Visited doctor in last 12 months: 4-7 times	9,013	23.6%	106
Visited doctor in last 12 months: 8+ times	8,444	22.1%	102
Visited doctor in last 12 mo: allergist	1,007	2.6%	110
Visited doctor in last 12 mo: cardiologist	2,485	6.5%	92
Visited doctor in last 12 mo: chiropractor	2,885	7.6%	101
Visited doctor in last 12 mo: dentist	16,179	42.4%	112
Visited doctor in last 12 mo: dermatologist	2,976	7.8%	109
Visited doctor in last 12 mo: ear/nose/throat	1,656	4.3%	94
Visited doctor in last 12 mo: eye	8,054	21.1%	102
Visited doctor in last 12 mo: general/family	16,736	43.9%	103
Visited doctor in last 12 mo: internist	2,967	7.8%	106
Visited doctor in last 12 mo: physical therapist	1,747	4.6%	101
Visited doctor in last 12 mo: podiatrist	1,202	3.2%	93
Visited doctor in last 12 mo: urologist	1,331	3.5%	90
Visited nurse practitioner in last 12 months	1,544	4.0%	96
Wear regular/sun/tinted prescription eyeglasses	13,586	35.6%	103
Wear bi-focals	5,774	15.1%	96
Wear disposable contact lenses	3,052	8.0%	123
Wear soft contact lenses	3,968	10.4%	118
Spent on contact lenses in last 12 mo: <\$100	1,185	3.1%	111
Spent on contact lenses in last 12 mo: \$100-199	1,573	4.1%	111
Spent on contact lenses in last 12 mo: \$200+	1,459	3.8%	126
Bought prescription eyewear: discount optical ctr	3,047	8.0%	100
Bought prescription eyewear: from eye doctor	9,664	25.3%	99
Bought prescription eyewear: retail optical chain	5,162	13.5%	122
Used prescription drug for allergy/hay fever	2,948	7.7%	110
Used prescription drug for anxiety/panic	1,586	4.2%	102
Used prescription drug for arthritis/rheumatism	807	2.1%	80
Used prescription drug for asthma	1,541	4.0%	99
Used prescription drug for backache/back pain	2,657	7.0%	94
Used prescription drug for depression	2,152	5.6%	96
Used prescr drug for diabetes (insulin dependent)	500	1.3%	66
Used prescr drug for diabetes (non-insulin)	1,195	3.1%	84
Used prescription drug for eczema/skin itch/rash	808	2.1%	102

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Health and Beauty Market Potential

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.10552
Longitude: -84.29619

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	2,187	5.7%	87
Used prescription drug for high blood pressure	4,448	11.7%	94
Used prescription drug for high cholesterol	3,134	8.2%	94
Used prescription drug for migraine headache	1,552	4.1%	110
Used prescription drug for sinus congest./headache	1,784	4.7%	96
Used prescription drug for urinary tract infection	1,070	2.8%	90
Used last 6 mo: adhesive bandages	21,774	57.1%	103
Used last 6 mo: athlete's foot/foot care product	4,704	12.3%	88
Used last 6 mo: cold/sinus/allergy med (nonprescr)	18,826	49.3%	104
Used last 6 mo: children's cold tablets/liquids	6,030	15.8%	105
Used last 6 mo: contact lens cleaning solution	5,696	14.9%	122
Used last 6 mo: cotton swabs	19,358	50.7%	106
Used last 6 mo: cough/sore throat drops (nonprescr)	18,092	47.4%	100
Used last 6 mo: cough syrup/suppressant (nonprescr)	12,885	33.8%	99
Used last 6 mo: children's cough syrup	5,552	14.5%	102
Used last 6 mo: diarrhea remedy	5,528	14.5%	88
Used last 6 mo: eye wash and drops	11,409	29.9%	98
Used last 6 mo: headache/pain reliever (nonprescr)	32,339	84.7%	101
Used last 6 mo: hemorrhoid remedy	3,189	8.4%	94
Used last 6 mo: indigestion/upset stomach remedy	16,889	44.3%	98
Used last 6 mo: lactose intolerance product	1,259	3.3%	93
Used last 6 mo: laxative/fiber supplement	4,819	12.6%	91
Used last 6 mo: medicated skin ointment	12,044	31.6%	100
Used last 6 mo: medicated throat remedy	4,054	10.6%	93
Used last 6 mo: nasal spray	6,392	16.8%	105
Used last 6 mo: pain reliever/fever reducer (kids)	8,968	23.5%	106
Used last 6 mo: pain relieving rub/liquid/patch	8,858	23.2%	92
Used last 6 mo: sleeping tablets (nonprescription)	1,896	5.0%	92
Used last 12 mo: sunburn remedy	6,234	16.3%	106
Used last 12 mo: suntan/sunscreen product	16,817	44.1%	115
Used last 12 mo: SPF 15+ suntan/sunscreen product	13,806	36.2%	120
Used last 6 mo: toothache/gum/canker sore remedy	6,059	15.9%	94
Used last 6 mo: vitamins for children	6,347	16.6%	113
Used body powder in last 6 months	9,277	24.3%	87
Used body powder <3 times in last 7 days	4,151	10.9%	92
Used body powder 8+ times in last 7 days	569	1.5%	68
Used body wash/shower gel in last 6 months	19,918	52.2%	101
Used breath freshener in last 6 months	18,247	47.8%	103
Used complexion care product in last 6 months	18,797	49.3%	104
Used complexion care product <7 times last week	5,038	13.2%	96
Used complexion care product 11+ times last week	6,888	18.1%	108
Used complexion care prod: dry facial skin type	2,716	7.1%	97
Used complexion care prod: normal facial skin type	6,149	16.1%	106
Used complexion care prod: oily facial skin type	2,243	5.9%	97
Used dental floss in last 6 months	25,975	68.1%	109

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Health and Beauty Market Potential

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.10552
Longitude: -84.29619

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used dental rinse in last 6 months	7,764	20.3%	101
Used denture adhesive/fixative in last 6 months	1,628	4.3%	68
Used denture cleaner in last 6 months	2,997	7.9%	71
Used deodorant/antiperspirant in last 6 months	35,761	93.7%	101
Used deodorant/antiperspirant <8 times last week	26,543	69.6%	101
Used deodorant/antiperspirant 15+ times last week	2,066	5.4%	90
Used disposable razor in last 6 months	19,914	52.2%	100
Used electric shaver in last 6 months	7,322	19.2%	102
Used hair coloring product (at home) last 6 months	7,549	19.8%	99
Used hair conditioner (at home) in last 6 months	23,964	62.8%	101
Used hair conditioning treatment (at home)/6 mo	8,603	22.5%	96
Used hair growth product in last 6 months	844	2.2%	97
Used hair mousse in last 6 months	6,900	18.1%	104
Used hair spray (at home) in last 6 months	13,726	36.0%	99
Used hair styling gel/lotion in last 6 months	11,269	29.5%	110
Used hand & body cream/lotion/oil in last 6 months	27,978	73.3%	101
Used hand & body cream/lotion/oil <5 times last wk	8,056	21.1%	98
Used hand & body cream/lotion/oil 9+ times last wk	9,303	24.4%	98
Used hand & body cream in last 6 months	6,809	17.8%	102
Used hand & body lotion in last 6 months	19,324	50.6%	103
Used hand & body oil in last 6 months	1,975	5.2%	100
Used lip care in last 6 months	23,673	62.0%	104
Used liquid soap/hand sanitizer in last 6 months	30,690	80.4%	105
Used mouthwash in last 6 months	24,850	65.1%	99
Used mouthwash <4 times in last 7 days	8,326	21.8%	101
Used mouthwash 8+ times in last 7 days	5,535	14.5%	92
Used shampoo (at home) in last 6 months	35,526	93.1%	101
Used shampoo plus conditioner prod (at home)/6 mo	6,438	16.9%	87
Used shaving cream/gel in last 6 months	20,619	54.0%	103
Used personal care soap (bar) in last 6 months	31,342	82.1%	98
Used personal care soap for antibacterial purpose	7,401	19.4%	101
Used personal care soap for complexion	2,635	6.9%	101
Used personal care soap for deodorant	6,423	16.8%	104
Use personal care soap for moisturizing	8,012	21.0%	97
Bought toothbrush in last 6 months	32,677	85.6%	100
Bought electric toothbrush in last 6 months	3,014	7.9%	118
Used toothpaste in last 6 months	36,844	96.6%	101
Used toothpaste <8 times in last 7 days	11,624	30.5%	95
Used toothpaste 15+ times in last 7 days	6,058	15.9%	98
Used toothpaste with baking soda in last 6 months	4,036	10.6%	92
Used toothpaste (gel) in last 6 months	11,494	30.1%	108
Used toothpaste (paste) in last 6 months	18,735	49.1%	102
Used whitening toothpaste in last 6 months	14,279	37.4%	107
Used tooth whitener (not toothpaste) last 6 months	4,207	11.0%	104
Had professional manicure/pedicure last 6 months	7,505	19.7%	115
Had professional facial/massage last 6 months	4,267	11.2%	119
Spent \$100+ at barber shops in last 6 months	2,538	6.7%	124
Spent \$100+ at beauty parlors in last 6 months	7,244	19.0%	119

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Health and Beauty Market Potential

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.10552
Longitude: -84.29619

Demographic Summary		2010	2015
Population		112,442	116,290
Population 18+		83,732	86,835
Households		44,202	45,812
Median Household Income		\$68,944	\$78,056
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Exercise at home 2+ times per week	28,095	33.6%	112
Exercise at club 2+ times per week	13,247	15.8%	129
Exercise at other facility (not club) 2+ times/wk	7,961	9.5%	118
Own stationary bicycle	5,324	6.4%	113
Own treadmill	10,037	12.0%	122
Own weight lifting equipment	13,435	16.0%	124
Presently controlling diet	37,207	44.4%	108
Diet control for blood sugar level	5,554	6.6%	90
Diet control for cholesterol level	8,826	10.5%	104
Diet control to maintain weight	10,657	12.7%	114
Diet control for physical fitness	9,985	11.9%	119
Diet control for salt restriction	2,384	2.8%	85
Diet control for weight loss	13,955	16.7%	117
Used doctor's care/diet for diet method	2,046	2.4%	81
Used exercise program for diet method	8,688	10.4%	122
Used Weight Watchers as diet method	3,025	3.6%	119
Buy foods specifically labeled as fat-free	16,288	19.5%	111
Buy foods specifically labeled as high fiber	11,579	13.8%	121
Buy foods specifically labeled as high protein	5,217	6.2%	114
Buy foods specifically labeled as lactose-free	1,472	1.8%	95
Buy foods specifically labeled as low-calorie	10,449	12.5%	115
Buy foods specifically labeled as low-carb	7,363	8.8%	114
Buy foods specifically labeled as low-cholesterol	7,210	8.6%	104
Buy foods specifically labeled as low-fat	13,177	15.7%	118
Buy foods specifically labeled as low-sodium	8,260	9.9%	110
Buy foods specifically labeled as natural/organic	8,888	10.6%	126
Buy foods specifically labeled as sugar-free	11,862	14.2%	106
Used butter alternatives in last 6 months	3,176	3.8%	91
Used egg alternatives in last 6 months	11,944	14.3%	100
Used salt alternatives in last 6 months	22,208	26.5%	95
Drank meal/dietary supplement in last 6 months	6,481	7.7%	106
Used nutrition/energy bar in last 6 months	13,975	16.7%	118
Drank sports drink/thirst quencher in last 6 mo	26,912	32.1%	101
Used vitamin/dietary supplement in last 6 months	43,673	52.2%	107
Vitamin/dietary suppl used/6 mo: antioxidant	2,385	2.8%	98
Vitamin/dietary suppl used/6 mo: B complex	4,395	5.2%	108
Vitamin/dietary suppl used/6 mo: B complex+C	1,343	1.6%	83
Vitamin/dietary suppl used/6 mo: B-6	1,647	2.0%	97
Vitamin/dietary suppl used/6 mo: B-12	4,426	5.3%	94
Vitamin/dietary suppl used/6 mo: C	8,020	9.6%	114
Vitamin/dietary suppl used/6 mo: calcium	9,568	11.4%	106

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March 27, 2012

Made with Esri Business Analyst



Health and Beauty Market Potential

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 5 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.10552
Longitude: -84.29619

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	4,151	5.0%	101
Vitamin/dietary suppl used/6 mo: E	4,331	5.2%	104
Vitamin/dietary suppl used/6 mo: garlic	1,329	1.6%	93
Vitamin/dietary suppl used/6 mo: glucosamine	4,336	5.2%	112
Vitamin/dietary suppl used/6 mo: multiple formula	11,768	14.1%	120
Vitamin/dietary suppl used/6 mo: multiple w/iron	3,964	4.7%	110
Vitamin/dietary suppl used/6 mo: mult w/minerals	5,623	6.7%	113
Vitamin/dietary suppl used/6 mo: zinc	1,831	2.2%	95
Vitamin/dietary suppl/6 mo: Caltrate 600	2,276	2.7%	103
Vitamin/dietary suppl/6 mo: Centrum	5,117	6.1%	105
Vitamin/dietary suppl/6 mo: Nature Made	5,449	6.5%	111
Visited doctor in last 12 months	67,765	80.9%	104
Visited doctor in last 12 months: 1-3 times	28,088	33.5%	99
Visited doctor in last 12 months: 4-7 times	20,152	24.1%	108
Visited doctor in last 12 months: 8+ times	19,524	23.3%	108
Visited doctor in last 12 mo: allergist	2,149	2.6%	107
Visited doctor in last 12 mo: cardiologist	5,940	7.1%	101
Visited doctor in last 12 mo: chiropractor	6,573	7.9%	105
Visited doctor in last 12 mo: dentist	36,084	43.1%	114
Visited doctor in last 12 mo: dermatologist	7,181	8.6%	120
Visited doctor in last 12 mo: ear/nose/throat	3,802	4.5%	99
Visited doctor in last 12 mo: eye	18,592	22.2%	107
Visited doctor in last 12 mo: general/family	37,638	45.0%	106
Visited doctor in last 12 mo: internist	7,206	8.6%	117
Visited doctor in last 12 mo: physical therapist	3,929	4.7%	104
Visited doctor in last 12 mo: podiatrist	2,945	3.5%	104
Visited doctor in last 12 mo: urologist	3,254	3.9%	101
Visited nurse practitioner in last 12 months	3,408	4.1%	97
Wear regular/sun/tinted prescription eyeglasses	30,570	36.5%	106
Wear bi-focals	13,398	16.0%	102
Wear disposable contact lenses	6,452	7.7%	119
Wear soft contact lenses	8,492	10.1%	115
Spent on contact lenses in last 12 mo: <\$100	2,548	3.0%	109
Spent on contact lenses in last 12 mo: \$100-199	3,516	4.2%	113
Spent on contact lenses in last 12 mo: \$200+	3,047	3.6%	120
Bought prescription eyewear: discount optical ctr	6,825	8.2%	102
Bought prescription eyewear: from eye doctor	22,104	26.4%	103
Bought prescription eyewear: retail optical chain	11,046	13.2%	119
Used prescription drug for allergy/hay fever	6,541	7.8%	111
Used prescription drug for anxiety/panic	3,392	4.1%	99
Used prescription drug for arthritis/rheumatism	1,862	2.2%	85
Used prescription drug for asthma	3,441	4.1%	100
Used prescription drug for backache/back pain	5,906	7.1%	96
Used prescription drug for depression	4,775	5.7%	97
Used prescr drug for diabetes (insulin dependent)	1,195	1.4%	72
Used prescr drug for diabetes (non-insulin)	2,611	3.1%	84
Used prescription drug for eczema/skin itch/rash	1,863	2.2%	107

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Health and Beauty Market Potential

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.10552
Longitude: -84.29619

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	5,116	6.1%	92
Used prescription drug for high blood pressure	10,197	12.2%	98
Used prescription drug for high cholesterol	7,642	9.1%	105
Used prescription drug for migraine headache	3,145	3.8%	101
Used prescription drug for sinus congest./headache	4,009	4.8%	98
Used prescription drug for urinary tract infection	2,491	3.0%	95
Used last 6 mo: adhesive bandages	48,082	57.4%	104
Used last 6 mo: athlete's foot/foot care product	10,602	12.7%	91
Used last 6 mo: cold/sinus/allergy med (nonprescr)	41,093	49.1%	103
Used last 6 mo: children's cold tablets/liquids	12,368	14.8%	98
Used last 6 mo: contact lens cleaning solution	12,137	14.5%	119
Used last 6 mo: cotton swabs	41,955	50.1%	104
Used last 6 mo: cough/sore throat drops (nonprescr)	39,320	47.0%	99
Used last 6 mo: cough syrup/suppressant (nonprescr)	27,629	33.0%	96
Used last 6 mo: children's cough syrup	11,420	13.6%	96
Used last 6 mo: diarrhea remedy	12,522	15.0%	91
Used last 6 mo: eye wash and drops	25,376	30.3%	99
Used last 6 mo: headache/pain reliever (nonprescr)	71,269	85.1%	101
Used last 6 mo: hemorrhoid remedy	7,489	8.9%	100
Used last 6 mo: indigestion/upset stomach remedy	37,421	44.7%	99
Used last 6 mo: lactose intolerance product	2,847	3.4%	96
Used last 6 mo: laxative/fiber supplement	11,146	13.3%	96
Used last 6 mo: medicated skin ointment	27,189	32.5%	103
Used last 6 mo: medicated throat remedy	8,746	10.4%	91
Used last 6 mo: nasal spray	13,930	16.6%	105
Used last 6 mo: pain reliever/fever reducer (kids)	18,743	22.4%	101
Used last 6 mo: pain relieving rub/liquid/patch	19,783	23.6%	94
Used last 6 mo: sleeping tablets (nonprescription)	4,425	5.3%	98
Used last 12 mo: sunburn remedy	13,315	15.9%	103
Used last 12 mo: suntan/sunscreen product	37,488	44.8%	117
Used last 12 mo: SPF 15+ suntan/sunscreen product	30,428	36.3%	121
Used last 6 mo: toothache/gum/canker sore remedy	13,181	15.7%	94
Used last 6 mo: vitamins for children	13,293	15.9%	108
Used body powder in last 6 months	21,026	25.1%	90
Used body powder <3 times in last 7 days	9,189	11.0%	93
Used body powder 8+ times in last 7 days	1,318	1.6%	72
Used body wash/shower gel in last 6 months	42,860	51.2%	99
Used breath freshener in last 6 months	39,045	46.6%	100
Used complexion care product in last 6 months	41,353	49.4%	104
Used complexion care product <7 times last week	10,852	13.0%	95
Used complexion care product 11+ times last week	15,441	18.4%	111
Used complexion care prod: dry facial skin type	6,280	7.5%	103
Used complexion care prod: normal facial skin type	13,722	16.4%	108
Used complexion care prod: oily facial skin type	4,779	5.7%	94
Used dental floss in last 6 months	57,227	68.3%	110

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Health and Beauty Market Potential

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.10552
Longitude: -84.29619

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used dental rinse in last 6 months	16,399	19.6%	97
Used denture adhesive/fixative in last 6 months	3,720	4.4%	71
Used denture cleaner in last 6 months	7,161	8.6%	77
Used deodorant/antiperspirant in last 6 months	78,251	93.5%	100
Used deodorant/antiperspirant <8 times last week	58,434	69.8%	102
Used deodorant/antiperspirant 15+ times last week	4,399	5.3%	87
Used disposable razor in last 6 months	43,288	51.7%	99
Used electric shaver in last 6 months	15,923	19.0%	101
Used hair coloring product (at home) last 6 months	16,357	19.5%	98
Used hair conditioner (at home) in last 6 months	52,128	62.3%	100
Used hair conditioning treatment (at home)/6 mo	18,626	22.2%	95
Used hair growth product in last 6 months	1,877	2.2%	98
Used hair mousse in last 6 months	14,768	17.6%	102
Used hair spray (at home) in last 6 months	30,740	36.7%	101
Used hair styling gel/lotion in last 6 months	23,889	28.5%	106
Used hand & body cream/lotion/oil in last 6 months	60,994	72.8%	100
Used hand & body cream/lotion/oil <5 times last wk	17,312	20.7%	96
Used hand & body cream/lotion/oil 9+ times last wk	20,800	24.8%	100
Used hand & body cream in last 6 months	15,176	18.1%	103
Used hand & body lotion in last 6 months	41,856	50.0%	102
Used hand & body oil in last 6 months	4,128	4.9%	95
Used lip care in last 6 months	51,303	61.3%	103
Used liquid soap/hand sanitizer in last 6 months	66,968	80.0%	104
Used mouthwash in last 6 months	54,253	64.8%	98
Used mouthwash <4 times in last 7 days	18,049	21.6%	100
Used mouthwash 8+ times in last 7 days	12,160	14.5%	92
Used shampoo (at home) in last 6 months	77,848	93.0%	101
Used shampoo plus conditioner prod (at home)/6 mo	14,162	16.9%	88
Used shaving cream/gel in last 6 months	44,703	53.4%	102
Used personal care soap (bar) in last 6 months	69,000	82.4%	98
Used personal care soap for antibacterial purpose	15,812	18.9%	98
Used personal care soap for complexion	5,848	7.0%	102
Used personal care soap for deodorant	14,092	16.8%	104
Use personal care soap for moisturizing	17,891	21.4%	99
Bought toothbrush in last 6 months	71,709	85.6%	100
Bought electric toothbrush in last 6 months	6,751	8.1%	121
Used toothpaste in last 6 months	80,699	96.4%	101
Used toothpaste <8 times in last 7 days	25,331	30.3%	94
Used toothpaste 15+ times in last 7 days	13,377	16.0%	98
Used toothpaste with baking soda in last 6 months	8,676	10.4%	91
Used toothpaste (gel) in last 6 months	25,184	30.1%	108
Used toothpaste (paste) in last 6 months	41,693	49.8%	103
Used whitening toothpaste in last 6 months	31,139	37.2%	107
Used tooth whitener (not toothpaste) last 6 months	9,089	10.9%	102
Had professional manicure/pedicure last 6 months	16,565	19.8%	115
Had professional facial/massage last 6 months	9,622	11.5%	122
Spent \$100+ at barber shops in last 6 months	5,403	6.5%	120
Spent \$100+ at beauty parlors in last 6 months	16,725	20.0%	126

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.10552
Longitude: -84.29619

Demographic Summary		2010	2015
Population		7,551	7,747
Population 18+		5,624	5,769
Households		3,212	3,316
Median Household Income		\$52,576	\$61,249
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	4,210	74.9%	104
Family restaurant/steak house last month: <2 times	1,397	24.8%	97
Family restaurant/steak house last month: 2-4 times	1,612	28.7%	106
Family restaurant/steak house last month: 5+ times	1,201	21.4%	110
Family restaurant/steak house last 6 months: breakfast	804	14.3%	109
Family restaurant/steak house last 6 months: lunch	1,399	24.9%	100
Family restaurant/steak house last 6 months: snack	144	2.6%	92
Family restaurant/steak house last 6 months: dinner	3,174	56.4%	107
Family restaurant/steak house last 6 months: weekday	2,178	38.7%	101
Family restaurant/steak house last 6 months: weekend	2,736	48.6%	109
Family restaurant/steak house last 6 months: Applebee's	1,622	28.8%	114
Family restaurant/steak house last 6 months: Bennigan's	147	2.6%	119
Family restaurant/steak house last 6 months: Bob Evans Farm	205	3.6%	79
Family restaurant/steak house last 6 months: Cheesecake Factory	336	6.0%	91
Family restaurant/steak house last 6 months: Chili's Grill & Bar	700	12.4%	107
Family restaurant/steak house last 6 months: Cracker Barrel	553	9.8%	89
Family restaurant/steak house last 6 months: Denny's	545	9.7%	107
Family restaurant/steak house last 6 months: Friendly's	219	3.9%	98
Family restaurant/steak house last 6 months: Golden Corral	495	8.8%	122
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	710	12.6%	109
Family restaurant/steak house last 6 months: Lone Star Steakhouse	166	3.0%	108
Family restaurant/steak house last 6 months: Old Country Buffet	197	3.5%	123
Family restaurant/steak house last 6 months: Olive Garden	1,094	19.5%	109
Family restaurant/steak house last 6 months: Outback Steakhouse	681	12.1%	106
Family restaurant/steak house last 6 months: Perkins	200	3.6%	98
Family restaurant/steak house last 6 months: Red Lobster	766	13.6%	101
Family restaurant/steak house last 6 months: Red Robin	389	6.9%	123
Family restaurant/steak house last 6 months: Ruby Tuesday	468	8.3%	100
Family restaurant/steak house last 6 months: Ryan's	198	3.5%	93
Family restaurant/steak house last 6 months: Sizzler	166	3.0%	98
Family restaurant/steak house last 6 months: T.G.I. Friday's	577	10.3%	100
Went to fast food/drive-in restaurant in last 6 months	5,092	90.5%	102
Went to fast food/drive-in restaurant <6 times/month	1,880	33.4%	95
Went to fast food/drive-in restaurant 6-13 times/month	1,643	29.2%	101
Went to fast food/drive-in restaurant 14+ times/month	1,569	27.9%	112
Fast food/drive-in last 6 months: breakfast	1,720	30.6%	111
Fast food/drive-in last 6 months: lunch	3,472	61.7%	105
Fast food/drive-in last 6 months: snack	1,012	18.0%	103
Fast food/drive-in last 6 months: dinner	2,907	51.7%	107

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.10552
Longitude: -84.29619

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: weekday	3,793	67.4%	101
Fast food/drive-in last 6 months: weekend	2,920	51.9%	108
Fast food/drive-in last 6 months: A & W	309	5.5%	121
Fast food/drive-in last 6 months: Arby's	1,328	23.6%	114
Fast food/drive-in last 6 months: Boston Market	278	4.9%	104
Fast food/drive-in last 6 months: Burger King	2,223	39.5%	109
Fast food/drive-in last 6 months: Captain D's	236	4.2%	82
Fast food/drive-in last 6 months: Carl's Jr.	377	6.7%	108
Fast food/drive-in last 6 months: Checkers	189	3.4%	106
Fast food/drive-in last 6 months: Chick-fil-A	894	15.9%	123
Fast food/drive-in last 6 months: Chipotle Mex. Grill	339	6.0%	99
Fast food/drive-in last 6 months: Chuck E. Cheese	308	5.5%	122
Fast food/drive-in last 6 months: Church's Fr. Chicken	338	6.0%	140
Fast food/drive-in last 6 months: Dairy Queen	968	17.2%	108
Fast food/drive-in last 6 months: Del Taco	246	4.4%	131
Fast food/drive-in last 6 months: Domino's Pizza	848	15.1%	112
Fast food/drive-in last 6 months: Dunkin' Donuts	615	10.9%	95
Fast food/drive-in last 6 months: Fuddruckers	176	3.1%	112
Fast food/drive-in last 6 months: Hardee's	289	5.1%	76
Fast food/drive-in last 6 months: Jack in the Box	756	13.4%	129
Fast food/drive-in last 6 months: KFC	1,579	28.1%	102
Fast food/drive-in last 6 months: Little Caesars	482	8.6%	117
Fast food/drive-in last 6 months: Long John Silver's	325	5.8%	91
Fast food/drive-in last 6 months: McDonald's	3,343	59.4%	106
Fast food/drive-in last 6 months: Panera Bread	548	9.7%	100
Fast food/drive-in last 6 months: Papa John's	617	11.0%	126
Fast food/drive-in last 6 months: Pizza Hut	1,314	23.4%	106
Fast food/drive-in last 6 months: Popeyes	554	9.9%	135
Fast food/drive-in last 6 months: Quiznos	546	9.7%	108
Fast food/drive-in last 6 months: Sonic Drive-In	664	11.8%	100
Fast food/drive-in last 6 months: Starbucks	926	16.5%	111
Fast food/drive-in last 6 months: Steak n Shake	286	5.1%	101
Fast food/drive-in last 6 months: Subway	1,822	32.4%	102
Fast food/drive-in last 6 months: Taco Bell	2,170	38.6%	120
Fast food/drive-in last 6 months: Wendy's	1,879	33.4%	107
Fast food/drive-in last 6 months: Whataburger	344	6.1%	127
Fast food/drive-in last 6 months: White Castle	230	4.1%	101
Fast food/drive-in last 6 months: eat in	1,953	34.7%	92
Fast food/drive-in last 6 months: home delivery	698	12.4%	119
Fast food/drive-in last 6 months: take-out/drive-thru	3,243	57.7%	110
Fast food/drive-in last 6 months: take-out/walk-in	1,470	26.1%	106

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.10552
Longitude: -84.29619

Demographic Summary		2010	2015
Population		51,523	53,332
Population 18+		38,160	39,572
Households		19,691	20,461
Median Household Income		\$71,461	\$78,998
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	30,017	78.7%	109
Family restaurant/steak house last month: <2 times	10,219	26.8%	104
Family restaurant/steak house last month: 2-4 times	11,178	29.3%	108
Family restaurant/steak house last month: 5+ times	8,619	22.6%	116
Family restaurant/steak house last 6 months: breakfast	5,667	14.9%	113
Family restaurant/steak house last 6 months: lunch	10,301	27.0%	109
Family restaurant/steak house last 6 months: snack	943	2.5%	88
Family restaurant/steak house last 6 months: dinner	23,384	61.3%	116
Family restaurant/steak house last 6 months: weekday	16,692	43.7%	114
Family restaurant/steak house last 6 months: weekend	19,600	51.4%	115
Family restaurant/steak house last 6 months: Applebee's	11,272	29.5%	117
Family restaurant/steak house last 6 months: Bennigan's	1,028	2.7%	123
Family restaurant/steak house last 6 months: Bob Evans Farm	1,689	4.4%	96
Family restaurant/steak house last 6 months: Cheesecake Factory	3,125	8.2%	124
Family restaurant/steak house last 6 months: Chili's Grill & Bar	5,678	14.9%	128
Family restaurant/steak house last 6 months: Cracker Barrel	4,327	11.3%	102
Family restaurant/steak house last 6 months: Denny's	3,600	9.4%	104
Family restaurant/steak house last 6 months: Friendly's	1,632	4.3%	107
Family restaurant/steak house last 6 months: Golden Corral	2,670	7.0%	97
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	5,018	13.2%	113
Family restaurant/steak house last 6 months: Lone Star Steakhouse	1,228	3.2%	118
Family restaurant/steak house last 6 months: Old Country Buffet	1,160	3.0%	107
Family restaurant/steak house last 6 months: Olive Garden	8,295	21.7%	122
Family restaurant/steak house last 6 months: Outback Steakhouse	5,323	13.9%	122
Family restaurant/steak house last 6 months: Perkins	1,390	3.6%	100
Family restaurant/steak house last 6 months: Red Lobster	5,654	14.8%	110
Family restaurant/steak house last 6 months: Red Robin	3,043	8.0%	141
Family restaurant/steak house last 6 months: Ruby Tuesday	3,832	10.0%	120
Family restaurant/steak house last 6 months: Ryan's	933	2.4%	65
Family restaurant/steak house last 6 months: Sizzler	810	2.1%	70
Family restaurant/steak house last 6 months: T.G.I. Friday's	4,941	12.9%	126
Went to fast food/drive-in restaurant in last 6 months	34,861	91.4%	103
Went to fast food/drive-in restaurant <6 times/month	13,172	34.5%	98
Went to fast food/drive-in restaurant 6-13 times/month	11,534	30.2%	104
Went to fast food/drive-in restaurant 14+ times/month	10,155	26.6%	107
Fast food/drive-in last 6 months: breakfast	11,771	30.8%	112
Fast food/drive-in last 6 months: lunch	24,295	63.7%	108
Fast food/drive-in last 6 months: snack	7,164	18.8%	108
Fast food/drive-in last 6 months: dinner	20,047	52.5%	108

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



Restaurant Market Potential

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 3 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.10552
Longitude: -84.29619

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: weekday	27,121	71.1%	107
Fast food/drive-in last 6 months: weekend	19,819	51.9%	108
Fast food/drive-in last 6 months: A & W	1,899	5.0%	110
Fast food/drive-in last 6 months: Arby's	8,970	23.5%	114
Fast food/drive-in last 6 months: Boston Market	2,440	6.4%	134
Fast food/drive-in last 6 months: Burger King	14,335	37.6%	104
Fast food/drive-in last 6 months: Captain D's	1,489	3.9%	76
Fast food/drive-in last 6 months: Carl's Jr.	2,019	5.3%	85
Fast food/drive-in last 6 months: Checkers	1,211	3.2%	100
Fast food/drive-in last 6 months: Chick-fil-A	6,643	17.4%	135
Fast food/drive-in last 6 months: Chipotle Mex. Grill	3,346	8.8%	144
Fast food/drive-in last 6 months: Chuck E. Cheese	1,864	4.9%	109
Fast food/drive-in last 6 months: Church's Fr. Chicken	1,472	3.9%	90
Fast food/drive-in last 6 months: Dairy Queen	6,450	16.9%	106
Fast food/drive-in last 6 months: Del Taco	1,300	3.4%	102
Fast food/drive-in last 6 months: Domino's Pizza	5,449	14.3%	106
Fast food/drive-in last 6 months: Dunkin' Donuts	5,040	13.2%	114
Fast food/drive-in last 6 months: Fuddruckers	1,428	3.7%	134
Fast food/drive-in last 6 months: Hardee's	1,857	4.9%	72
Fast food/drive-in last 6 months: Jack in the Box	4,225	11.1%	107
Fast food/drive-in last 6 months: KFC	10,488	27.5%	100
Fast food/drive-in last 6 months: Little Caesars	2,860	7.5%	102
Fast food/drive-in last 6 months: Long John Silver's	1,953	5.1%	81
Fast food/drive-in last 6 months: McDonald's	22,274	58.4%	104
Fast food/drive-in last 6 months: Panera Bread	5,259	13.8%	141
Fast food/drive-in last 6 months: Papa John's	3,928	10.3%	118
Fast food/drive-in last 6 months: Pizza Hut	8,684	22.8%	103
Fast food/drive-in last 6 months: Popeyes	3,162	8.3%	113
Fast food/drive-in last 6 months: Quiznos	4,273	11.2%	124
Fast food/drive-in last 6 months: Sonic Drive-In	4,331	11.4%	96
Fast food/drive-in last 6 months: Starbucks	7,434	19.5%	131
Fast food/drive-in last 6 months: Steak n Shake	2,267	5.9%	118
Fast food/drive-in last 6 months: Subway	13,251	34.7%	109
Fast food/drive-in last 6 months: Taco Bell	13,753	36.0%	112
Fast food/drive-in last 6 months: Wendy's	13,088	34.3%	110
Fast food/drive-in last 6 months: Whataburger	1,940	5.1%	105
Fast food/drive-in last 6 months: White Castle	1,411	3.7%	92
Fast food/drive-in last 6 months: eat in	14,851	38.9%	103
Fast food/drive-in last 6 months: home delivery	4,607	12.1%	116
Fast food/drive-in last 6 months: take-out/drive-thru	21,883	57.3%	109
Fast food/drive-in last 6 months: take-out/walk-in	10,133	26.6%	108

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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March 27, 2012

Made with Esri Business Analyst



Restaurant Market Potential

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 5 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.10552
Longitude: -84.29619

Demographic Summary		2010	2015
Population		112,442	116,290
Population 18+		83,732	86,835
Households		44,202	45,812
Median Household Income		\$68,944	\$78,056
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	65,989	78.8%	109
Family restaurant/steak house last month: <2 times	22,231	26.6%	103
Family restaurant/steak house last month: 2-4 times	25,010	29.9%	111
Family restaurant/steak house last month: 5+ times	18,749	22.4%	115
Family restaurant/steak house last 6 months: breakfast	12,394	14.8%	113
Family restaurant/steak house last 6 months: lunch	22,835	27.3%	110
Family restaurant/steak house last 6 months: snack	2,199	2.6%	94
Family restaurant/steak house last 6 months: dinner	51,085	61.0%	115
Family restaurant/steak house last 6 months: weekday	37,424	44.7%	116
Family restaurant/steak house last 6 months: weekend	42,186	50.4%	113
Family restaurant/steak house last 6 months: Applebee's	24,406	29.1%	115
Family restaurant/steak house last 6 months: Bennigan's	2,270	2.7%	123
Family restaurant/steak house last 6 months: Bob Evans Farm	3,951	4.7%	103
Family restaurant/steak house last 6 months: Cheesecake Factory	6,859	8.2%	124
Family restaurant/steak house last 6 months: Chili's Grill & Bar	12,190	14.6%	126
Family restaurant/steak house last 6 months: Cracker Barrel	9,887	11.8%	107
Family restaurant/steak house last 6 months: Denny's	7,675	9.2%	102
Family restaurant/steak house last 6 months: Friendly's	3,824	4.6%	115
Family restaurant/steak house last 6 months: Golden Corral	5,584	6.7%	92
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	11,041	13.2%	114
Family restaurant/steak house last 6 months: Lone Star Steakhouse	2,610	3.1%	114
Family restaurant/steak house last 6 months: Old Country Buffet	2,476	3.0%	104
Family restaurant/steak house last 6 months: Olive Garden	18,164	21.7%	122
Family restaurant/steak house last 6 months: Outback Steakhouse	11,796	14.1%	123
Family restaurant/steak house last 6 months: Perkins	3,088	3.7%	101
Family restaurant/steak house last 6 months: Red Lobster	12,224	14.6%	109
Family restaurant/steak house last 6 months: Red Robin	6,417	7.7%	136
Family restaurant/steak house last 6 months: Ruby Tuesday	8,387	10.0%	120
Family restaurant/steak house last 6 months: Ryan's	1,946	2.3%	62
Family restaurant/steak house last 6 months: Sizzler	1,818	2.2%	72
Family restaurant/steak house last 6 months: T.G.I. Friday's	10,673	12.7%	124
Went to fast food/drive-in restaurant in last 6 months	76,074	90.9%	102
Went to fast food/drive-in restaurant <6 times/month	29,374	35.1%	100
Went to fast food/drive-in restaurant 6-13 times/month	25,167	30.1%	104
Went to fast food/drive-in restaurant 14+ times/month	21,530	25.7%	103
Fast food/drive-in last 6 months: breakfast	25,058	29.9%	109
Fast food/drive-in last 6 months: lunch	53,038	63.3%	107
Fast food/drive-in last 6 months: snack	15,652	18.7%	107
Fast food/drive-in last 6 months: dinner	42,844	51.2%	106

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.10552
Longitude: -84.29619

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: weekday	59,655	71.2%	107
Fast food/drive-in last 6 months: weekend	42,031	50.2%	104
Fast food/drive-in last 6 months: A & W	3,974	4.7%	105
Fast food/drive-in last 6 months: Arby's	19,098	22.8%	111
Fast food/drive-in last 6 months: Boston Market	5,328	6.4%	134
Fast food/drive-in last 6 months: Burger King	30,753	36.7%	101
Fast food/drive-in last 6 months: Captain D's	3,173	3.8%	74
Fast food/drive-in last 6 months: Carl's Jr.	4,510	5.4%	86
Fast food/drive-in last 6 months: Checkers	2,519	3.0%	94
Fast food/drive-in last 6 months: Chick-fil-A	13,885	16.6%	129
Fast food/drive-in last 6 months: Chipotle Mex. Grill	7,062	8.4%	139
Fast food/drive-in last 6 months: Chuck E. Cheese	3,798	4.5%	101
Fast food/drive-in last 6 months: Church's Fr. Chicken	2,966	3.5%	82
Fast food/drive-in last 6 months: Dairy Queen	14,162	16.9%	106
Fast food/drive-in last 6 months: Del Taco	2,704	3.2%	96
Fast food/drive-in last 6 months: Domino's Pizza	11,167	13.3%	99
Fast food/drive-in last 6 months: Dunkin' Donuts	11,460	13.7%	119
Fast food/drive-in last 6 months: Fuddruckers	3,103	3.7%	133
Fast food/drive-in last 6 months: Hardee's	4,233	5.1%	74
Fast food/drive-in last 6 months: Jack in the Box	8,424	10.1%	97
Fast food/drive-in last 6 months: KFC	22,345	26.7%	97
Fast food/drive-in last 6 months: Little Caesars	6,021	7.2%	98
Fast food/drive-in last 6 months: Long John Silver's	4,400	5.3%	83
Fast food/drive-in last 6 months: McDonald's	48,101	57.4%	103
Fast food/drive-in last 6 months: Panera Bread	11,482	13.7%	141
Fast food/drive-in last 6 months: Papa John's	8,433	10.1%	116
Fast food/drive-in last 6 months: Pizza Hut	18,044	21.6%	98
Fast food/drive-in last 6 months: Popeyes	6,332	7.6%	103
Fast food/drive-in last 6 months: Quiznos	9,282	11.1%	123
Fast food/drive-in last 6 months: Sonic Drive-In	9,458	11.3%	96
Fast food/drive-in last 6 months: Starbucks	15,824	18.9%	127
Fast food/drive-in last 6 months: Steak n Shake	4,861	5.8%	115
Fast food/drive-in last 6 months: Subway	28,399	33.9%	107
Fast food/drive-in last 6 months: Taco Bell	28,815	34.4%	107
Fast food/drive-in last 6 months: Wendy's	28,196	33.7%	108
Fast food/drive-in last 6 months: Whataburger	4,036	4.8%	100
Fast food/drive-in last 6 months: White Castle	3,202	3.8%	95
Fast food/drive-in last 6 months: eat in	32,470	38.8%	103
Fast food/drive-in last 6 months: home delivery	9,448	11.3%	108
Fast food/drive-in last 6 months: take-out/drive-thru	47,118	56.3%	107
Fast food/drive-in last 6 months: take-out/walk-in	22,058	26.3%	107

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.10552
Longitude: -84.29619

Demographic Summary		2010	2015
Population		7,551	7,747
Population 18+		5,624	5,769
Households		3,212	3,316
Median Household Income		\$52,576	\$61,249
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in aerobics	571	10.2%	103
Participated in archery	148	2.6%	99
Participated in backpacking/hiking	514	9.1%	97
Participated in baseball	264	4.7%	90
Participated in basketball	538	9.6%	102
Participated in bicycling (mountain)	190	3.4%	92
Participated in bicycling (road)	558	9.9%	103
Participated in boating (power)	315	5.6%	91
Participated in bowling	721	12.8%	110
Participated in canoeing/kayaking	255	4.5%	95
Participated in downhill skiing	129	2.3%	79
Participated in fishing (fresh water)	711	12.6%	97
Participated in fishing (salt water)	286	5.1%	111
Participated in football	380	6.8%	108
Participated in Frisbee	267	4.7%	87
Participated in golf	523	9.3%	90
Play golf < once a month	202	3.6%	91
Play golf 1+ times a month	250	4.4%	82
Participated in horseback riding	133	2.4%	78
Participated in hunting with rifle	229	4.1%	84
Participated in hunting with shotgun	195	3.5%	82
Participated in ice skating	164	2.9%	101
Participated in jogging/running	597	10.6%	101
Participated in martial arts	75	1.3%	95
Participated in motorcycling	213	3.8%	103
Participated in Pilates	162	2.9%	88
Participated in roller skating	136	2.4%	116
Participated in snowboarding	117	2.1%	108
Participated in soccer	232	4.1%	96
Participated in softball	202	3.6%	92
Participated in swimming	1,113	19.8%	102
Participated in target shooting	221	3.9%	102
Participated in tennis	232	4.1%	97
Participated in volleyball	198	3.5%	101
Participated in walking for exercise	1,641	29.2%	98
Participated in weight lifting	699	12.4%	106
Participated in yoga	306	5.4%	94
Spent on high end sports/recreation equipment/12 mo: <\$250	262	4.7%	106
Spent on high end sports/recreation equipment/12 mo: \$250+	251	4.5%	114
Attend sports event: auto racing (NASCAR)	472	8.4%	114
Attend sports event: auto racing (not NASCAR)	417	7.4%	117
Attend sports event: baseball game	883	15.7%	106

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March 27, 2012

Made with Esri Business Analyst



Sports and Leisure Market Potential

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 1 mile radius

www.ClermontCountyOhio.biz
Latitude: 39.10552
Longitude: -84.29619

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	522	9.3%	117
Attend sports event: basketball game (pro)	574	10.2%	119
Attend sports event: football game (college)	656	11.7%	113
Attend sports event: football-Monday night game (pro)	453	8.1%	131
Attend sports event: football-weekend game (pro)	614	10.9%	120
Attend sports event: golf tournament	361	6.4%	116
Attend sports event: ice hockey game	445	7.9%	119
Attend sports event: soccer game	427	7.6%	123
Attend sports event: tennis match	318	5.7%	115
Attended adult education course in last 12 months	386	6.9%	104
Attended auto show in last 12 months	525	9.3%	113
Went to bar/night club in last 12 months	1,144	20.3%	107
Went to beach in last 12 months	1,287	22.9%	93
Attended dance performance in last 12 months	247	4.4%	99
Danced/went dancing in last 12 months	523	9.3%	98
Dined out in last 12 months	2,699	48.0%	97
Dine out < once a month	289	5.1%	109
Dine out once a month	322	5.7%	93
Dine out 2-3 times a month	637	11.3%	98
Dine out once a week	622	11.1%	96
Dine out 2+ times per week	473	8.4%	85
Gambled at casino in last 12 months	1,048	18.6%	116
Gambled at casino 6+ times in last 12 months	167	3.0%	109
Gambled in Atlantic City in last 12 months	135	2.4%	95
Gambled in Las Vegas in last 12 months	289	5.1%	108
Attended horse races in last 12 months	140	2.5%	84
Attended movies in last 6 months	3,446	61.3%	104
Attended movies in last 90 days: < once a month	1,883	33.5%	104
Attended movies in last 90 days: once a month	605	10.8%	105
Attended movies in last 90 days: 2-3 times a month	382	6.8%	101
Attended movies in last 90 days: once/week or more	160	2.8%	111
Prefer to see movie after second week of release	1,398	24.9%	105
Went to museum in last 12 months	644	11.5%	90
Attended music performance in last 12 months	1,306	23.2%	98
Attended country music performance in last 12 mo	253	4.5%	89
Attended rock music performance in last 12 months	624	11.1%	102
Attended classical music/opera performance/12 mo	186	3.3%	72
Went to live theater in last 12 months	744	13.2%	101
Visited a theme park in last 12 months	1,305	23.2%	108
Visited Disney World (FL)/12 mo: Magic Kingdom	181	3.2%	95
Visited any Sea World in last 12 months	200	3.6%	105
Visited any Six Flags in last 12 months	337	6.0%	103
Went to zoo in last 12 months	831	14.8%	116
Played backgammon in last 12 months	120	2.1%	106
Participated in book club in last 12 months	165	2.9%	93
Played billiards/pool in last 12 months	614	10.9%	113
Played bingo in last 12 months	263	4.7%	110
Did birdwatching in last 12 months	286	5.1%	82
Played board game in last 12 months	954	17.0%	104

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.10552
Longitude: -84.29619

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	1,198	21.3%	102
Played chess in last 12 months	222	3.9%	108
Cooked for fun in last 12 months	1,233	21.9%	105
Did crossword puzzle in last 12 months	793	14.1%	97
Participated in fantasy sports league last 12 mo	164	2.9%	90
Flew a kite in last 12 months	171	3.0%	107
Did furniture refinishing in last 12 months	182	3.2%	100
Did indoor gardening/plant care in last 12 months	560	10.0%	99
Participated in karaoke in last 12 months	242	4.3%	97
Bought lottery ticket in last 12 months	1,999	35.5%	103
Bought lottery ticket in last 12 mo: Daily Drawing	293	5.2%	107
Bought lottery ticket in last 12 mo: Instant Game	917	16.3%	103
Bought lottery ticket in last 12 mo: Lotto Drawing	1,277	22.7%	106
Played lottery: <3 times in last 30 days	895	15.9%	101
Played lottery: 3-7 times in last 30 days	512	9.1%	95
Played lottery: 8+ times in last 30 days	592	10.5%	113
Played musical instrument in last 12 months	436	7.8%	97
Did painting/drawing in last 12 months	373	6.6%	101
Did photography in last 12 months	696	12.4%	98
Read book in last 12 months	2,240	39.8%	98
Participated in trivia games in last 12 months	349	6.2%	103
Played video game in last 12 months	856	15.2%	114
Did woodworking in last 12 months	226	4.0%	86
Participated in word games in last 12 months	503	8.9%	94
Member of AARP	774	13.8%	89
Member of business club	121	2.2%	86
Member of charitable organization	294	5.2%	83
Member of church board	229	4.1%	95
Member of fraternal order	189	3.4%	95
Member of religious club	330	5.9%	92
Member of union	312	5.5%	105
Member of veterans club	189	3.4%	99
Bought any children`s toy/game in last 12 months	2,119	37.7%	109
Spent on toys/games in last 12 months: <\$50	352	6.3%	103
Spent on toys/games in last 12 months: \$50-99	155	2.8%	100
Spent on toys/games in last 12 months: \$100-199	389	6.9%	96
Spent on toys/games in last 12 months: \$200-499	702	12.5%	115
Spent on toys/games in last 12 months: \$500+	366	6.5%	113
Bought infant toy in last 12 months	525	9.3%	112
Bought pre-school toy in last 12 months	478	8.5%	105
Spent on toys/games (for child <6)/12 mo: <\$100	660	11.7%	106
Spent on toys/games (for child <6)/12 mo: \$100-199	384	6.8%	101
Spent on toys/games (for child <6)/12 mo: \$200+	529	9.4%	122
Bought for child in last 12 mo: boy action figure	562	10.0%	124
Bought for child in last 12 mo: girl action figure	208	3.7%	120
Bought for child in last 12 mo: bicycle	434	7.7%	113
Bought for child in last 12 mo: board game	751	13.4%	113

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.10552
Longitude: -84.29619

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	203	3.6%	107
Bought for child in last 12 mo: car	562	10.0%	108
Bought for child in last 12 mo: construction toy	307	5.5%	111
Bought for child in last 12 mo: large/baby doll	423	7.5%	115
Bought for child in last 12 mo: fashion doll	312	5.5%	109
Bought for child in last 12 mo: plush doll/animal	542	9.6%	115
Bought for child in last 12 mo: doll accessories	270	4.8%	119
Bought for child in last 12 mo: doll clothing	264	4.7%	114
Bought for child in last 12 mo: educational toy	865	15.4%	113
Bought for child in last 12 mo: electronic game	544	9.7%	104
Bought for child in last 12 mo: mechanical toy	256	4.6%	114
Bought for child in last 12 mo: model kit/set	156	2.8%	108
Bought for child in last 12 mo: sound game	169	3.0%	107
Bought for child in last 12 mo: water toy	571	10.2%	106
Bought for child in last 12 mo: word game	222	3.9%	102
Bought book in last 12 months	2,891	51.4%	102
Bought 1-3 books in last 12 months	1,140	20.3%	103
Bought 4-9 books in last 12 months	901	16.0%	103
Bought 10+ books in last 12 months	849	15.1%	100
Bought paperback book in last 12 months	2,120	37.7%	100
Bought <3 paperback books in last 12 months	717	12.7%	98
Bought 3-6 paperback books in last 12 months	739	13.1%	100
Bought 7+ paperback books in last 12 months	664	11.8%	100
Bought hardcover book in last 12 months	1,626	28.9%	104
Bought <3 hardcover books in last 12 months	728	12.9%	106
Bought 3-5 hardcover books in last 12 months	461	8.2%	102
Bought 6+ hardcover books in last 12 months	437	7.8%	99
Bought book (fiction) in last 12 months	1,569	27.9%	99
Bought book (non-fiction) in last 12 months	1,380	24.5%	97
Bought biography in last 12 months	360	6.4%	88
Bought children's book in last 12 months	824	14.7%	115
Bought cookbook in last 12 months	588	10.5%	95
Bought desk dictionary in last 12 months	117	2.1%	102
Bought history book in last 12 months	367	6.5%	86
Bought mystery book in last 12 months	594	10.6%	94
Bought personal/business self-help book last 12 mo	390	6.9%	97
Bought religious book (not bible) last 12 months	427	7.6%	100
Bought romance book in last 12 months	357	6.3%	97
Bought science fiction book in last 12 months	294	5.2%	115
Bought book through book club in last 12 months	278	4.9%	114
Bought book at book store in last 12 months	1,902	33.8%	101
Bought book at Barnes & Noble in last 12 months	1,061	18.9%	96
Bought book at Borders in last 12 months	612	10.9%	98
Bought book at convenience store in last 12 months	129	2.3%	103
Bought book at department store in last 12 months	471	8.4%	110
Bought book at drug store in last 12 months	112	2.0%	88
Bought book through Internet in last 12 mo	503	8.9%	88
Bought book through mail order in last 12 months	169	3.0%	88
Bought book at supermarket in last 12 months	297	5.3%	101
Bought book at warehouse store in last 12 months	307	5.5%	94

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.10552
Longitude: -84.29619

Demographic Summary		2010	2015
Population		51,523	53,332
Population 18+		38,160	39,572
Households		19,691	20,461
Median Household Income		\$71,461	\$78,998
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in aerobics	4,637	12.2%	123
Participated in archery	988	2.6%	97
Participated in backpacking/hiking	4,176	10.9%	116
Participated in baseball	2,166	5.7%	109
Participated in basketball	4,036	10.6%	113
Participated in bicycling (mountain)	1,701	4.5%	121
Participated in bicycling (road)	4,410	11.6%	120
Participated in boating (power)	2,744	7.2%	117
Participated in bowling	5,549	14.5%	125
Participated in canoeing/kayaking	2,111	5.5%	116
Participated in downhill skiing	1,356	3.6%	122
Participated in fishing (fresh water)	5,132	13.4%	103
Participated in fishing (salt water)	2,010	5.3%	115
Participated in football	2,548	6.7%	107
Participated in Frisbee	2,228	5.8%	107
Participated in golf	4,850	12.7%	123
Play golf < once a month	1,814	4.8%	120
Play golf 1+ times a month	2,480	6.5%	120
Participated in horseback riding	1,063	2.8%	92
Participated in hunting with rifle	1,539	4.0%	83
Participated in hunting with shotgun	1,319	3.5%	81
Participated in ice skating	1,330	3.5%	121
Participated in jogging/running	5,173	13.6%	128
Participated in martial arts	461	1.2%	86
Participated in motorcycling	1,525	4.0%	108
Participated in Pilates	1,481	3.9%	118
Participated in roller skating	765	2.0%	96
Participated in snowboarding	695	1.8%	95
Participated in soccer	1,949	5.1%	119
Participated in softball	1,608	4.2%	108
Participated in swimming	8,839	23.2%	119
Participated in target shooting	1,512	4.0%	103
Participated in tennis	2,095	5.5%	128
Participated in volleyball	1,471	3.9%	110
Participated in walking for exercise	12,758	33.4%	112
Participated in weight lifting	5,685	14.9%	127
Participated in yoga	2,499	6.5%	113
Spent on high end sports/recreation equipment/12 mo: <\$250	1,828	4.8%	108
Spent on high end sports/recreation equipment/12 mo: \$250+	1,813	4.8%	122
Attend sports event: auto racing (NASCAR)	3,075	8.1%	110
Attend sports event: auto racing (not NASCAR)	2,526	6.6%	104
Attend sports event: baseball game	6,854	18.0%	122

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ECONOMIC DEVELOPMENT

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Mt. Carmel Area
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Latitude: 39.10552
Longitude: -84.29619

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	3,549	9.3%	117
Attend sports event: basketball game (pro)	4,026	10.6%	123
Attend sports event: football game (college)	4,672	12.2%	119
Attend sports event: football-Monday night game (pro)	2,700	7.1%	115
Attend sports event: football-weekend game (pro)	4,256	11.2%	123
Attend sports event: golf tournament	2,416	6.3%	114
Attend sports event: ice hockey game	3,103	8.1%	123
Attend sports event: soccer game	2,739	7.2%	116
Attend sports event: tennis match	2,009	5.3%	107
Attended adult education course in last 12 months	2,822	7.4%	112
Attended auto show in last 12 months	3,491	9.1%	110
Went to bar/night club in last 12 months	8,567	22.5%	118
Went to beach in last 12 months	11,164	29.3%	119
Attended dance performance in last 12 months	1,926	5.0%	114
Danced/went dancing in last 12 months	3,938	10.3%	109
Dined out in last 12 months	20,797	54.5%	111
Dine out < once a month	2,021	5.3%	113
Dine out once a month	2,492	6.5%	106
Dine out 2-3 times a month	4,890	12.8%	111
Dine out once a week	5,108	13.4%	116
Dine out 2+ times per week	3,864	10.1%	102
Gambled at casino in last 12 months	7,017	18.4%	115
Gambled at casino 6+ times in last 12 months	1,098	2.9%	106
Gambled in Atlantic City in last 12 months	975	2.6%	101
Gambled in Las Vegas in last 12 months	2,177	5.7%	119
Attended horse races in last 12 months	1,130	3.0%	100
Attended movies in last 6 months	24,324	63.7%	108
Attended movies in last 90 days: < once a month	13,441	35.2%	109
Attended movies in last 90 days: once a month	4,694	12.3%	120
Attended movies in last 90 days: 2-3 times a month	2,774	7.3%	108
Attended movies in last 90 days: once/week or more	900	2.4%	92
Prefer to see movie after second week of release	10,068	26.4%	111
Went to museum in last 12 months	5,575	14.6%	114
Attended music performance in last 12 months	10,471	27.4%	115
Attended country music performance in last 12 mo	2,079	5.4%	107
Attended rock music performance in last 12 months	4,876	12.8%	117
Attended classical music/opera performance/12 mo	1,772	4.6%	101
Went to live theater in last 12 months	5,913	15.5%	118
Visited a theme park in last 12 months	9,794	25.7%	119
Visited Disney World (FL)/12 mo: Magic Kingdom	1,597	4.2%	124
Visited any Sea World in last 12 months	1,520	4.0%	117
Visited any Six Flags in last 12 months	2,590	6.8%	117
Went to zoo in last 12 months	6,010	15.7%	123
Played backgammon in last 12 months	893	2.3%	117
Participated in book club in last 12 months	1,157	3.0%	96
Played billiards/pool in last 12 months	4,152	10.9%	113
Played bingo in last 12 months	1,645	4.3%	102
Did birdwatching in last 12 months	2,429	6.4%	102
Played board game in last 12 months	7,284	19.1%	117

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ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

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Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.10552
Longitude: -84.29619

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	8,791	23.0%	110
Played chess in last 12 months	1,517	4.0%	109
Cooked for fun in last 12 months	9,115	23.9%	115
Did crossword puzzle in last 12 months	5,732	15.0%	103
Participated in fantasy sports league last 12 mo	1,465	3.8%	118
Flew a kite in last 12 months	1,183	3.1%	109
Did furniture refinishing in last 12 months	1,284	3.4%	104
Did indoor gardening/plant care in last 12 months	4,070	10.7%	106
Participated in karaoke in last 12 months	1,750	4.6%	104
Bought lottery ticket in last 12 months	13,593	35.6%	103
Bought lottery ticket in last 12 mo: Daily Drawing	1,645	4.3%	89
Bought lottery ticket in last 12 mo: Instant Game	5,816	15.2%	96
Bought lottery ticket in last 12 mo: Lotto Drawing	9,004	23.6%	110
Played lottery: <3 times in last 30 days	6,356	16.7%	106
Played lottery: 3-7 times in last 30 days	3,675	9.6%	100
Played lottery: 8+ times in last 30 days	3,563	9.3%	100
Played musical instrument in last 12 months	3,335	8.7%	110
Did painting/drawing in last 12 months	2,638	6.9%	106
Did photography in last 12 months	5,470	14.3%	114
Read book in last 12 months	17,130	44.9%	110
Participated in trivia games in last 12 months	2,493	6.5%	108
Played video game in last 12 months	5,681	14.9%	112
Did woodworking in last 12 months	1,809	4.7%	101
Participated in word games in last 12 months	3,610	9.5%	99
Member of AARP	5,782	15.2%	98
Member of business club	1,166	3.1%	123
Member of charitable organization	2,726	7.1%	113
Member of church board	1,539	4.0%	94
Member of fraternal order	1,392	3.6%	103
Member of religious club	2,585	6.8%	106
Member of union	2,255	5.9%	112
Member of veterans club	1,250	3.3%	96
Bought any children`s toy/game in last 12 months	14,605	38.3%	111
Spent on toys/games in last 12 months: <\$50	2,599	6.8%	112
Spent on toys/games in last 12 months: \$50-99	1,050	2.8%	100
Spent on toys/games in last 12 months: \$100-199	2,623	6.9%	96
Spent on toys/games in last 12 months: \$200-499	4,491	11.8%	109
Spent on toys/games in last 12 months: \$500+	2,691	7.1%	123
Bought infant toy in last 12 months	3,414	8.9%	107
Bought pre-school toy in last 12 months	3,343	8.8%	108
Spent on toys/games (for child <6)/12 mo: <\$100	4,589	12.0%	108
Spent on toys/games (for child <6)/12 mo: \$100-199	2,597	6.8%	101
Spent on toys/games (for child <6)/12 mo: \$200+	3,274	8.6%	111
Bought for child in last 12 mo: boy action figure	3,338	8.7%	108
Bought for child in last 12 mo: girl action figure	1,186	3.1%	101
Bought for child in last 12 mo: bicycle	2,793	7.3%	107
Bought for child in last 12 mo: board game	5,295	13.9%	117

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ECONOMIC DEVELOPMENT

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Latitude: 39.10552
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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	1,487	3.9%	115
Bought for child in last 12 mo: car	3,494	9.2%	99
Bought for child in last 12 mo: construction toy	1,978	5.2%	105
Bought for child in last 12 mo: large/baby doll	2,456	6.4%	99
Bought for child in last 12 mo: fashion doll	1,863	4.9%	96
Bought for child in last 12 mo: plush doll/animal	3,766	9.9%	117
Bought for child in last 12 mo: doll accessories	1,628	4.3%	106
Bought for child in last 12 mo: doll clothing	1,578	4.1%	100
Bought for child in last 12 mo: educational toy	5,858	15.4%	113
Bought for child in last 12 mo: electronic game	4,089	10.7%	115
Bought for child in last 12 mo: mechanical toy	1,676	4.4%	110
Bought for child in last 12 mo: model kit/set	1,027	2.7%	104
Bought for child in last 12 mo: sound game	945	2.5%	88
Bought for child in last 12 mo: water toy	4,255	11.2%	116
Bought for child in last 12 mo: word game	1,471	3.9%	100
Bought book in last 12 months	21,437	56.2%	112
Bought 1-3 books in last 12 months	8,193	21.5%	109
Bought 4-9 books in last 12 months	6,597	17.3%	111
Bought 10+ books in last 12 months	6,643	17.4%	115
Bought paperback book in last 12 months	16,528	43.3%	115
Bought <3 paperback books in last 12 months	5,576	14.6%	113
Bought 3-6 paperback books in last 12 months	5,755	15.1%	115
Bought 7+ paperback books in last 12 months	5,197	13.6%	116
Bought hardcover book in last 12 months	12,379	32.4%	116
Bought <3 hardcover books in last 12 months	5,474	14.3%	117
Bought 3-5 hardcover books in last 12 months	3,523	9.2%	115
Bought 6+ hardcover books in last 12 months	3,383	8.9%	113
Bought book (fiction) in last 12 months	12,385	32.5%	116
Bought book (non-fiction) in last 12 months	11,126	29.2%	115
Bought biography in last 12 months	3,047	8.0%	110
Bought children's book in last 12 months	5,444	14.3%	112
Bought cookbook in last 12 months	4,417	11.6%	106
Bought desk dictionary in last 12 months	669	1.8%	86
Bought history book in last 12 months	2,953	7.7%	102
Bought mystery book in last 12 months	4,604	12.1%	107
Bought personal/business self-help book last 12 mo	3,615	9.5%	132
Bought religious book (not bible) last 12 months	3,070	8.0%	106
Bought romance book in last 12 months	2,484	6.5%	100
Bought science fiction book in last 12 months	1,953	5.1%	112
Bought book through book club in last 12 months	1,638	4.3%	99
Bought book at book store in last 12 months	15,435	40.4%	120
Bought book at Barnes & Noble in last 12 months	9,495	24.9%	126
Bought book at Borders in last 12 months	5,456	14.3%	129
Bought book at convenience store in last 12 months	738	1.9%	87
Bought book at department store in last 12 months	2,765	7.2%	95
Bought book at drug store in last 12 months	703	1.8%	81
Bought book through Internet in last 12 mo	4,547	11.9%	117
Bought book through mail order in last 12 months	1,053	2.8%	81
Bought book at supermarket in last 12 months	1,896	5.0%	95
Bought book at warehouse store in last 12 months	2,589	6.8%	117

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ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

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Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.10552
Longitude: -84.29619

Demographic Summary		2010	2015
Population		112,442	116,290
Population 18+		83,732	86,835
Households		44,202	45,812
Median Household Income		\$68,944	\$78,056
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in aerobics	10,229	12.2%	124
Participated in archery	2,098	2.5%	94
Participated in backpacking/hiking	9,326	11.1%	118
Participated in baseball	4,545	5.4%	104
Participated in basketball	8,231	9.8%	105
Participated in bicycling (mountain)	3,737	4.5%	121
Participated in bicycling (road)	9,730	11.6%	120
Participated in boating (power)	5,900	7.0%	114
Participated in bowling	11,665	13.9%	119
Participated in canoeing/kayaking	4,611	5.5%	115
Participated in downhill skiing	2,988	3.6%	122
Participated in fishing (fresh water)	10,887	13.0%	99
Participated in fishing (salt water)	4,359	5.2%	114
Participated in football	5,359	6.4%	103
Participated in Frisbee	5,077	6.1%	111
Participated in golf	10,687	12.8%	123
Play golf < once a month	4,014	4.8%	121
Play golf 1+ times a month	5,525	6.6%	122
Participated in horseback riding	2,386	2.9%	94
Participated in hunting with rifle	3,407	4.1%	84
Participated in hunting with shotgun	2,967	3.5%	83
Participated in ice skating	2,874	3.4%	119
Participated in jogging/running	11,041	13.2%	125
Participated in martial arts	1,063	1.3%	90
Participated in motorcycling	3,237	3.9%	105
Participated in Pilates	3,326	4.0%	121
Participated in roller skating	1,545	1.8%	88
Participated in snowboarding	1,660	2.0%	103
Participated in soccer	4,015	4.8%	111
Participated in softball	3,317	4.0%	101
Participated in swimming	19,102	22.8%	117
Participated in target shooting	3,348	4.0%	104
Participated in tennis	4,460	5.3%	125
Participated in volleyball	3,167	3.8%	108
Participated in walking for exercise	28,905	34.5%	116
Participated in weight lifting	12,547	15.0%	127
Participated in yoga	5,867	7.0%	121
Spent on high end sports/recreation equipment/12 mo: <\$250	3,818	4.6%	103
Spent on high end sports/recreation equipment/12 mo: \$250+	3,819	4.6%	117
Attend sports event: auto racing (NASCAR)	6,759	8.1%	110
Attend sports event: auto racing (not NASCAR)	5,697	6.8%	107
Attend sports event: baseball game	14,830	17.7%	120

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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Longitude: -84.29619

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	7,817	9.3%	117
Attend sports event: basketball game (pro)	8,500	10.2%	119
Attend sports event: football game (college)	10,162	12.1%	117
Attend sports event: football-Monday night game (pro)	5,711	6.8%	111
Attend sports event: football-weekend game (pro)	9,188	11.0%	121
Attend sports event: golf tournament	5,442	6.5%	117
Attend sports event: ice hockey game	6,740	8.0%	121
Attend sports event: soccer game	6,051	7.2%	117
Attend sports event: tennis match	4,522	5.4%	109
Attended adult education course in last 12 months	6,476	7.7%	117
Attended auto show in last 12 months	7,492	8.9%	108
Went to bar/night club in last 12 months	18,227	21.8%	114
Went to beach in last 12 months	24,557	29.3%	119
Attended dance performance in last 12 months	4,463	5.3%	120
Danced/went dancing in last 12 months	8,499	10.2%	107
Dined out in last 12 months	46,437	55.5%	113
Dine out < once a month	4,287	5.1%	109
Dine out once a month	5,540	6.6%	107
Dine out 2-3 times a month	11,049	13.2%	115
Dine out once a week	11,332	13.5%	117
Dine out 2+ times per week	8,995	10.7%	109
Gambled at casino in last 12 months	15,317	18.3%	114
Gambled at casino 6+ times in last 12 months	2,388	2.9%	105
Gambled in Atlantic City in last 12 months	2,212	2.6%	104
Gambled in Las Vegas in last 12 months	4,776	5.7%	119
Attended horse races in last 12 months	2,792	3.3%	112
Attended movies in last 6 months	53,532	63.9%	109
Attended movies in last 90 days: < once a month	29,690	35.5%	110
Attended movies in last 90 days: once a month	10,025	12.0%	117
Attended movies in last 90 days: 2-3 times a month	6,186	7.4%	110
Attended movies in last 90 days: once/week or more	2,120	2.5%	99
Prefer to see movie after second week of release	22,395	26.7%	113
Went to museum in last 12 months	12,982	15.5%	121
Attended music performance in last 12 months	23,706	28.3%	119
Attended country music performance in last 12 mo	4,434	5.3%	104
Attended rock music performance in last 12 months	10,953	13.1%	120
Attended classical music/opera performance/12 mo	4,442	5.3%	115
Went to live theater in last 12 months	13,657	16.3%	124
Visited a theme park in last 12 months	20,770	24.8%	115
Visited Disney World (FL)/12 mo: Magic Kingdom	3,486	4.2%	123
Visited any Sea World in last 12 months	3,173	3.8%	112
Visited any Six Flags in last 12 months	5,335	6.4%	110
Went to zoo in last 12 months	12,980	15.5%	122
Played backgammon in last 12 months	1,900	2.3%	113
Participated in book club in last 12 months	2,863	3.4%	108
Played billiards/pool in last 12 months	8,669	10.4%	108
Played bingo in last 12 months	3,513	4.2%	99
Did birdwatching in last 12 months	5,524	6.6%	106
Played board game in last 12 months	15,958	19.1%	117

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.10552
Longitude: -84.29619

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	19,301	23.1%	110
Played chess in last 12 months	3,321	4.0%	108
Cooked for fun in last 12 months	19,982	23.9%	115
Did crossword puzzle in last 12 months	13,223	15.8%	109
Participated in fantasy sports league last 12 mo	3,205	3.8%	118
Flew a kite in last 12 months	2,575	3.1%	109
Did furniture refinishing in last 12 months	2,888	3.4%	107
Did indoor gardening/plant care in last 12 months	9,190	11.0%	109
Participated in karaoke in last 12 months	3,651	4.4%	99
Bought lottery ticket in last 12 months	29,649	35.4%	102
Bought lottery ticket in last 12 mo: Daily Drawing	3,725	4.4%	92
Bought lottery ticket in last 12 mo: Instant Game	12,649	15.1%	95
Bought lottery ticket in last 12 mo: Lotto Drawing	19,786	23.6%	110
Played lottery: <3 times in last 30 days	13,755	16.4%	104
Played lottery: 3-7 times in last 30 days	8,027	9.6%	100
Played lottery: 8+ times in last 30 days	7,869	9.4%	101
Played musical instrument in last 12 months	7,413	8.9%	111
Did painting/drawing in last 12 months	5,818	6.9%	106
Did photography in last 12 months	12,368	14.8%	117
Read book in last 12 months	38,508	46.0%	113
Participated in trivia games in last 12 months	5,676	6.8%	112
Played video game in last 12 months	12,008	14.3%	108
Did woodworking in last 12 months	3,945	4.7%	100
Participated in word games in last 12 months	8,672	10.4%	109
Member of AARP	14,129	16.9%	109
Member of business club	2,618	3.1%	125
Member of charitable organization	6,471	7.7%	122
Member of church board	3,568	4.3%	99
Member of fraternal order	3,152	3.8%	107
Member of religious club	5,719	6.8%	107
Member of union	4,926	5.9%	112
Member of veterans club	2,758	3.3%	97
Bought any children`s toy/game in last 12 months	31,516	37.6%	109
Spent on toys/games in last 12 months: <\$50	5,396	6.4%	106
Spent on toys/games in last 12 months: \$50-99	2,304	2.8%	100
Spent on toys/games in last 12 months: \$100-199	5,968	7.1%	99
Spent on toys/games in last 12 months: \$200-499	9,877	11.8%	109
Spent on toys/games in last 12 months: \$500+	5,815	6.9%	121
Bought infant toy in last 12 months	7,373	8.8%	105
Bought pre-school toy in last 12 months	7,484	8.9%	110
Spent on toys/games (for child <6)/12 mo: <\$100	9,900	11.8%	106
Spent on toys/games (for child <6)/12 mo: \$100-199	5,739	6.9%	102
Spent on toys/games (for child <6)/12 mo: \$200+	7,205	8.6%	111
Bought for child in last 12 mo: boy action figure	7,060	8.4%	104
Bought for child in last 12 mo: girl action figure	2,407	2.9%	93
Bought for child in last 12 mo: bicycle	6,020	7.2%	105
Bought for child in last 12 mo: board game	11,686	14.0%	118

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.10552
Longitude: -84.29619

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	3,140	3.8%	111
Bought for child in last 12 mo: car	7,638	9.1%	99
Bought for child in last 12 mo: construction toy	4,460	5.3%	108
Bought for child in last 12 mo: large/baby doll	5,254	6.3%	96
Bought for child in last 12 mo: fashion doll	4,218	5.0%	99
Bought for child in last 12 mo: plush doll/animal	8,167	9.8%	116
Bought for child in last 12 mo: doll accessories	3,493	4.2%	104
Bought for child in last 12 mo: doll clothing	3,477	4.2%	101
Bought for child in last 12 mo: educational toy	12,681	15.1%	111
Bought for child in last 12 mo: electronic game	8,715	10.4%	112
Bought for child in last 12 mo: mechanical toy	3,578	4.3%	107
Bought for child in last 12 mo: model kit/set	2,286	2.7%	106
Bought for child in last 12 mo: sound game	2,142	2.6%	91
Bought for child in last 12 mo: water toy	9,067	10.8%	113
Bought for child in last 12 mo: word game	3,285	3.9%	102
Bought book in last 12 months	47,477	56.7%	113
Bought 1-3 books in last 12 months	17,753	21.2%	108
Bought 4-9 books in last 12 months	14,607	17.4%	112
Bought 10+ books in last 12 months	15,114	18.1%	119
Bought paperback book in last 12 months	36,835	44.0%	116
Bought <3 paperback books in last 12 months	12,183	14.6%	112
Bought 3-6 paperback books in last 12 months	12,815	15.3%	116
Bought 7+ paperback books in last 12 months	11,839	14.1%	120
Bought hardcover book in last 12 months	27,414	32.7%	117
Bought <3 hardcover books in last 12 months	11,698	14.0%	114
Bought 3-5 hardcover books in last 12 months	7,930	9.5%	118
Bought 6+ hardcover books in last 12 months	7,788	9.3%	118
Bought book (fiction) in last 12 months	27,802	33.2%	118
Bought book (non-fiction) in last 12 months	24,905	29.7%	117
Bought biography in last 12 months	7,038	8.4%	116
Bought children's book in last 12 months	11,927	14.2%	112
Bought cookbook in last 12 months	10,008	12.0%	109
Bought desk dictionary in last 12 months	1,500	1.8%	88
Bought history book in last 12 months	7,071	8.4%	112
Bought mystery book in last 12 months	10,958	13.1%	116
Bought personal/business self-help book last 12 mo	7,604	9.1%	126
Bought religious book (not bible) last 12 months	6,855	8.2%	108
Bought romance book in last 12 months	5,432	6.5%	99
Bought science fiction book in last 12 months	4,215	5.0%	111
Bought book through book club in last 12 months	3,568	4.3%	98
Bought book at book store in last 12 months	34,092	40.7%	121
Bought book at Barnes & Noble in last 12 months	21,008	25.1%	127
Bought book at Borders in last 12 months	12,289	14.7%	132
Bought book at convenience store in last 12 months	1,688	2.0%	91
Bought book at department store in last 12 months	5,767	6.9%	90
Bought book at drug store in last 12 months	1,803	2.2%	95
Bought book through Internet in last 12 mo	10,276	12.3%	121
Bought book through mail order in last 12 months	2,435	2.9%	85
Bought book at supermarket in last 12 months	4,535	5.4%	104
Bought book at warehouse store in last 12 months	6,019	7.2%	124

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Goods and Services Expenditures

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.10552
Longitude: -84.29619

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Aspiring Young Families	26.2%	Population	7,551	7,747
Inner City Tenants	18.6%	Households	3,212	3,316
Main Street, USA	16.4%	Families	2,081	2,120
Up and Coming Families	11.5%	Median Age	35.3	36.0
Cozy and Comfortable	9.7%	Median Household Income	\$52,576	\$61,249
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		68	\$1,618.75	\$5,200,021
Men's		63	\$290.61	\$933,533
Women's		59	\$491.59	\$1,579,173
Children's		74	\$296.14	\$951,309
Footwear		48	\$200.19	\$643,089
Watches & Jewelry		93	\$180.70	\$580,476
Apparel Products and Services (1)		170	\$159.52	\$512,441
Computer				
Computers and Hardware for Home Use		98	\$187.71	\$602,994
Software and Accessories for Home Use		99	\$28.28	\$90,842
Entertainment & Recreation		94	\$3,043.33	\$9,776,285
Fees and Admissions		95	\$589.31	\$1,893,090
Membership Fees for Clubs (2)		92	\$150.95	\$484,897
Fees for Participant Sports, excl. Trips		95	\$101.12	\$324,828
Admission to Movie/Theatre/Opera/Ballet		99	\$149.83	\$481,306
Admission to Sporting Events, excl. Trips		96	\$56.89	\$182,736
Fees for Recreational Lessons		95	\$129.75	\$416,811
Dating Services		102	\$0.78	\$2,512
TV/Video/Audio		95	\$1,174.56	\$3,773,116
Community Antenna or Cable TV		92	\$665.33	\$2,137,282
Televisions		97	\$188.52	\$605,598
VCRs, Video Cameras, and DVD Players		101	\$20.46	\$65,710
Video Cassettes and DVDs		101	\$53.34	\$171,342
Video and Computer Game Hardware and Software		103	\$57.65	\$185,181
Satellite Dishes		97	\$1.23	\$3,939
Rental of Video Cassettes and DVDs		103	\$42.38	\$136,152
Streaming/Downloaded Video		96	\$1.34	\$4,308
Audio (3)		93	\$137.12	\$440,477
Rental and Repair of TV/Radio/Sound Equipment		95	\$7.20	\$23,126
Pets		112	\$480.28	\$1,542,837
Toys and Games (4)		96	\$140.23	\$450,455
Recreational Vehicles and Fees (5)		81	\$260.02	\$835,268
Sports/Recreation/Exercise Equipment (6)		74	\$133.82	\$429,883
Photo Equipment and Supplies (7)		95	\$98.81	\$317,422
Reading (8)		90	\$139.67	\$448,660
Catered Affairs (9)		108	\$26.63	\$85,554
Food		95	\$7,335.49	\$23,564,274
Food at Home		94	\$4,222.84	\$13,565,311
Bakery and Cereal Products		93	\$555.46	\$1,784,326
Meats, Poultry, Fish, and Eggs		95	\$983.41	\$3,159,078
Dairy Products		93	\$463.74	\$1,489,709
Fruits and Vegetables		94	\$740.89	\$2,380,003
Snacks and Other Food at Home (10)		95	\$1,479.35	\$4,752,196
Food Away from Home		97	\$3,112.65	\$9,998,963
Alcoholic Beverages		99	\$566.68	\$1,820,376
Nonalcoholic Beverages at Home		95	\$415.61	\$1,335,098

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Goods and Services Expenditures

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.10552
Longitude: -84.29619

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	80	\$1,396.96	\$4,487,532
Vehicle Loans	95	\$4,680.98	\$15,037,002
Health			
Nonprescription Drugs	88	\$91.21	\$292,983
Prescription Drugs	83	\$415.98	\$1,336,265
Eyeglasses and Contact Lenses	91	\$69.97	\$224,773
Home			
Mortgage Payment and Basics (11)	93	\$8,680.02	\$27,883,380
Maintenance and Remodeling Services	88	\$1,737.88	\$5,582,706
Maintenance and Remodeling Materials (12)	85	\$315.35	\$1,013,029
Utilities, Fuel, and Public Services	92	\$4,173.72	\$13,407,493
Household Furnishings and Equipment			
Household Textiles (13)	93	\$124.06	\$398,523
Furniture	95	\$570.10	\$1,831,381
Floor Coverings	88	\$66.33	\$213,068
Major Appliances (14)	89	\$268.76	\$863,354
Housewares (15)	86	\$73.68	\$236,691
Small Appliances	92	\$29.99	\$96,344
Luggage	94	\$8.74	\$28,083
Telephones and Accessories	69	\$29.20	\$93,801
Household Operations			
Child Care	105	\$483.39	\$1,552,811
Lawn and Garden (16)	85	\$355.30	\$1,141,352
Moving/Storage/Freight Express	98	\$59.27	\$190,395
Housekeeping Supplies (17)	93	\$651.62	\$2,093,244
Insurance			
Owners and Renters Insurance	87	\$403.79	\$1,297,107
Vehicle Insurance	94	\$1,099.96	\$3,533,461
Life/Other Insurance	86	\$359.69	\$1,155,464
Health Insurance	87	\$1,676.53	\$5,385,611
Personal Care Products (18)	96	\$384.32	\$1,234,577
School Books and Supplies (19)	102	\$108.69	\$349,154
Smoking Products	92	\$395.00	\$1,268,867
Transportation			
Vehicle Purchases (Net Outlay) (20)	95	\$4,183.67	\$13,439,457
Gasoline and Motor Oil	94	\$2,699.36	\$8,671,314
Vehicle Maintenance and Repairs	94	\$887.38	\$2,850,596
Travel			
Airline Fares	96	\$440.14	\$1,413,875
Lodging on Trips	90	\$394.35	\$1,266,798
Auto/Truck/Van Rental on Trips	97	\$36.00	\$115,642
Food and Drink on Trips	92	\$398.78	\$1,281,029

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012



Retail Goods and Services Expenditures

Mt. Carmel Area
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Ring: 1 mile radius

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- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

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March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Goods and Services Expenditures

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 3 miles radius

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Latitude: 39.10552
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Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Sophisticated Squires	17.9%	Population	51,523	53,332
Enterprising Professionals	15.9%	Households	19,691	20,461
Milk and Cookies	11.2%	Families	14,171	14,609
Suburban Splendor	9.6%	Median Age	36.4	36.5
Main Street, USA	8.4%	Median Household Income	\$71,461	\$78,998
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		88	\$2,101.65	\$41,382,787
Men's		83	\$379.36	\$7,469,724
Women's		78	\$645.01	\$12,700,707
Children's		95	\$379.95	\$7,481,476
Footwear		61	\$254.56	\$5,012,518
Watches & Jewelry		126	\$245.41	\$4,832,355
Apparel Products and Services (1)		211	\$197.35	\$3,886,007
Computer				
Computers and Hardware for Home Use		127	\$242.54	\$4,775,770
Software and Accessories for Home Use		128	\$36.43	\$717,226
Entertainment & Recreation		126	\$4,060.67	\$79,956,918
Fees and Admissions		132	\$814.74	\$16,042,778
Membership Fees for Clubs (2)		129	\$211.30	\$4,160,599
Fees for Participant Sports, excl. Trips		129	\$137.95	\$2,716,404
Admission to Movie/Theatre/Opera/Ballet		130	\$196.61	\$3,871,382
Admission to Sporting Events, excl. Trips		135	\$80.11	\$1,577,490
Fees for Recreational Lessons		138	\$187.84	\$3,698,631
Dating Services		121	\$0.93	\$18,273
TV/Video/Audio		122	\$1,512.68	\$29,785,534
Community Antenna or Cable TV		118	\$854.23	\$16,820,341
Televisions		129	\$250.20	\$4,926,501
VCRs, Video Cameras, and DVD Players		127	\$25.74	\$506,899
Video Cassettes and DVDs		125	\$65.97	\$1,298,909
Video and Computer Game Hardware and Software		134	\$74.66	\$1,470,116
Satellite Dishes		130	\$1.63	\$32,138
Rental of Video Cassettes and DVDs		128	\$52.84	\$1,040,501
Streaming/Downloaded Video		128	\$1.79	\$35,275
Audio (3)		120	\$176.44	\$3,474,191
Rental and Repair of TV/Radio/Sound Equipment		121	\$9.18	\$180,663
Pets		150	\$643.97	\$12,680,069
Toys and Games (4)		126	\$182.94	\$3,602,177
Recreational Vehicles and Fees (5)		115	\$370.43	\$7,293,975
Sports/Recreation/Exercise Equipment (6)		100	\$180.88	\$3,561,654
Photo Equipment and Supplies (7)		128	\$132.25	\$2,604,111
Reading (8)		121	\$187.59	\$3,693,676
Catered Affairs (9)		143	\$35.19	\$692,945
Food		122	\$9,405.08	\$185,191,489
Food at Home		120	\$5,384.91	\$106,032,038
Bakery and Cereal Products		120	\$714.25	\$14,064,037
Meats, Poultry, Fish, and Eggs		120	\$1,247.40	\$24,562,018
Dairy Products		119	\$593.74	\$11,691,065
Fruits and Vegetables		121	\$945.84	\$18,624,053
Snacks and Other Food at Home (10)		121	\$1,883.69	\$37,090,865
Food Away from Home		125	\$4,020.17	\$79,159,451
Alcoholic Beverages		127	\$727.26	\$14,320,088
Nonalcoholic Beverages at Home		120	\$527.19	\$10,380,713

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ECONOMIC DEVELOPMENT

Retail Goods and Services Expenditures

Mt. Carmel Area
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Ring: 3 miles radius

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	114	\$1,979.92	\$38,985,792
Vehicle Loans	123	\$6,066.08	\$119,444,711
Health			
Nonprescription Drugs	114	\$117.92	\$2,321,931
Prescription Drugs	110	\$547.72	\$10,785,002
Eyeglasses and Contact Lenses	123	\$94.46	\$1,860,026
Home			
Mortgage Payment and Basics (11)	132	\$12,397.40	\$244,112,018
Maintenance and Remodeling Services	128	\$2,545.71	\$50,126,585
Maintenance and Remodeling Materials (12)	121	\$450.00	\$8,860,718
Utilities, Fuel, and Public Services	120	\$5,418.44	\$106,692,262
Household Furnishings and Equipment			
Household Textiles (13)	124	\$164.82	\$3,245,383
Furniture	127	\$765.77	\$15,078,373
Floor Coverings	126	\$94.34	\$1,857,601
Major Appliances (14)	121	\$365.64	\$7,199,601
Housewares (15)	110	\$94.78	\$1,866,322
Small Appliances	120	\$39.19	\$771,594
Luggage	130	\$12.04	\$237,011
Telephones and Accessories	86	\$36.77	\$724,021
Household Operations			
Child Care	139	\$641.38	\$12,629,067
Lawn and Garden (16)	120	\$503.63	\$9,916,738
Moving/Storage/Freight Express	122	\$73.76	\$1,452,308
Housekeeping Supplies (17)	121	\$847.07	\$16,679,295
Insurance			
Owners and Renters Insurance	122	\$564.27	\$11,110,772
Vehicle Insurance	122	\$1,426.74	\$28,093,384
Life/Other Insurance	122	\$507.69	\$9,996,675
Health Insurance	114	\$2,213.17	\$43,578,586
Personal Care Products (18)	124	\$494.52	\$9,737,378
School Books and Supplies (19)	126	\$133.74	\$2,633,325
Smoking Products	113	\$480.98	\$9,470,715
Transportation			
Vehicle Purchases (Net Outlay) (20)	124	\$5,448.06	\$107,275,398
Gasoline and Motor Oil	121	\$3,460.14	\$68,132,160
Vehicle Maintenance and Repairs	123	\$1,157.48	\$22,791,351
Travel			
Airline Fares	131	\$600.70	\$11,828,208
Lodging on Trips	127	\$555.18	\$10,931,885
Auto/Truck/Van Rental on Trips	135	\$49.81	\$980,700
Food and Drink on Trips	126	\$546.58	\$10,762,417

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

Made with Esri Business Analyst



Retail Goods and Services Expenditures

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 3 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.10552
Longitude: -84.29619

- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Goods and Services Expenditures

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.10552
Longitude: -84.29619

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Sophisticated Squires	11.3%	Population	112,442	116,290
Suburban Splendor	8.5%	Households	44,202	45,812
Up and Coming Families	8.1%	Families	30,539	31,418
In Style	7.8%	Median Age	37.8	37.6
Cozy and Comfortable	7.6%	Median Household Income	\$68,944	\$78,056
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		89	\$2,142.24	\$94,690,396
Men's		84	\$387.14	\$17,112,182
Women's		80	\$662.80	\$29,296,592
Children's		95	\$378.63	\$16,736,001
Footwear		62	\$258.29	\$11,416,919
Watches & Jewelry		130	\$252.39	\$11,155,874
Apparel Products and Services (1)		217	\$203.00	\$8,972,827
Computer				
Computers and Hardware for Home Use		129	\$246.19	\$10,881,879
Software and Accessories for Home Use		130	\$37.03	\$1,636,927
Entertainment & Recreation		129	\$4,161.38	\$183,939,752
Fees and Admissions		135	\$836.66	\$36,981,786
Membership Fees for Clubs (2)		135	\$220.50	\$9,746,637
Fees for Participant Sports, excl. Trips		133	\$142.16	\$6,283,582
Admission to Movie/Theatre/Opera/Ballet		132	\$200.85	\$8,877,779
Admission to Sporting Events, excl. Trips		137	\$81.25	\$3,591,227
Fees for Recreational Lessons		140	\$190.94	\$8,440,004
Dating Services		125	\$0.96	\$42,558
TV/Video/Audio		125	\$1,546.23	\$68,345,930
Community Antenna or Cable TV		122	\$881.40	\$38,959,280
Televisions		131	\$253.79	\$11,217,778
VCRs, Video Cameras, and DVD Players		128	\$26.02	\$1,150,123
Video Cassettes and DVDs		126	\$66.40	\$2,935,028
Video and Computer Game Hardware and Software		133	\$74.36	\$3,287,015
Satellite Dishes		129	\$1.62	\$71,589
Rental of Video Cassettes and DVDs		128	\$52.86	\$2,336,655
Streaming/Downloaded Video		132	\$1.84	\$81,389
Audio (3)		121	\$178.44	\$7,887,321
Rental and Repair of TV/Radio/Sound Equipment		125	\$9.50	\$419,753
Pets		153	\$659.91	\$29,169,224
Toys and Games (4)		127	\$184.27	\$8,144,838
Recreational Vehicles and Fees (5)		119	\$384.99	\$17,017,130
Sports/Recreation/Exercise Equipment (6)		101	\$183.42	\$8,107,642
Photo Equipment and Supplies (7)		130	\$134.24	\$5,933,439
Reading (8)		127	\$196.64	\$8,691,579
Catered Affairs (9)		142	\$35.03	\$1,548,184
Food		125	\$9,610.89	\$424,816,444
Food at Home		123	\$5,519.72	\$243,980,260
Bakery and Cereal Products		123	\$733.95	\$32,441,546
Meats, Poultry, Fish, and Eggs		123	\$1,277.25	\$56,456,667
Dairy Products		122	\$609.18	\$26,926,540
Fruits and Vegetables		124	\$974.07	\$43,055,290
Snacks and Other Food at Home (10)		124	\$1,925.28	\$85,100,218
Food Away from Home		127	\$4,091.17	\$180,836,183
Alcoholic Beverages		130	\$743.79	\$32,876,561
Nonalcoholic Beverages at Home		123	\$538.73	\$23,812,897

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Goods and Services Expenditures

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.10552
Longitude: -84.29619

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	123	\$2,130.82	\$94,185,738
Vehicle Loans	124	\$6,074.83	\$268,516,953
Health			
Nonprescription Drugs	118	\$122.12	\$5,397,959
Prescription Drugs	117	\$581.15	\$25,687,584
Eyeglasses and Contact Lenses	127	\$97.58	\$4,313,340
Home			
Mortgage Payment and Basics (11)	134	\$12,593.30	\$556,644,037
Maintenance and Remodeling Services	134	\$2,651.27	\$117,190,461
Maintenance and Remodeling Materials (12)	124	\$460.33	\$20,347,189
Utilities, Fuel, and Public Services	123	\$5,573.24	\$246,345,968
Household Furnishings and Equipment			
Household Textiles (13)	127	\$169.39	\$7,487,387
Furniture	130	\$781.23	\$34,531,751
Floor Coverings	132	\$98.85	\$4,369,420
Major Appliances (14)	124	\$375.89	\$16,614,808
Housewares (15)	113	\$96.88	\$4,282,083
Small Appliances	124	\$40.54	\$1,792,120
Luggage	133	\$12.29	\$543,188
Telephones and Accessories	87	\$36.93	\$1,632,472
Household Operations			
Child Care	136	\$628.39	\$27,775,718
Lawn and Garden (16)	126	\$527.07	\$23,297,426
Moving/Storage/Freight Express	126	\$76.29	\$3,372,040
Housekeeping Supplies (17)	124	\$868.17	\$38,374,321
Insurance			
Owners and Renters Insurance	126	\$581.60	\$25,707,442
Vehicle Insurance	125	\$1,460.68	\$64,564,306
Life/Other Insurance	126	\$527.18	\$23,302,369
Health Insurance	121	\$2,333.00	\$103,122,229
Personal Care Products (18)	126	\$503.70	\$22,264,240
School Books and Supplies (19)	127	\$135.11	\$5,971,995
Smoking Products	116	\$494.52	\$21,858,596
Transportation			
Vehicle Purchases (Net Outlay) (20)	125	\$5,507.11	\$243,423,190
Gasoline and Motor Oil	122	\$3,508.91	\$155,099,303
Vehicle Maintenance and Repairs	126	\$1,186.26	\$52,434,518
Travel			
Airline Fares	135	\$620.42	\$27,423,352
Lodging on Trips	132	\$575.74	\$25,448,498
Auto/Truck/Van Rental on Trips	138	\$51.16	\$2,261,256
Food and Drink on Trips	130	\$564.28	\$24,941,930

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

Made with Esri Business Analyst



Retail Goods and Services Expenditures

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 5 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.10552
Longitude: -84.29619

- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Automotive Aftermarket Expenditures

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.10552
Longitude: -84.29619

Demographic Summary		2010	2015	
Population		7,551	7,747	
Households		3,212	3,316	
Families		2,081	2,120	
Median Age		35.3	36.0	
Median Household Income		\$52,576	\$61,249	
		Spending Potential Index	Average Amount Spent	Total
Products				
Vehicle Coolant/Brake/Transmission Fluids	95	\$4.53		\$14,563
Gasoline	94	\$2,647.22		\$8,503,843
Motor Oil	91	\$10.84		\$34,830
Vehicle Parts/Equipment and Accessories	93	\$52.22		\$167,750
Tire Purchase/Replacement	92	\$132.37		\$425,210
Vehicle Audio/Video Equipment and Installation	102	\$7.20		\$23,131
Vehicle Cleaning Products and Services	96	\$7.84		\$25,186
Services				
Auto Repair Service Policy	96	\$15.87		\$50,971
Membership Fees for Automobile Service Clubs	87	\$19.01		\$61,065
Global Positioning Services	85	\$2.16		\$6,935
Vehicle Air Conditioning Repair	97	\$17.00		\$54,606
Vehicle Body Work and Painting	92	\$34.99		\$112,385
Vehicle Brake Work	93	\$73.89		\$237,371
Vehicle Clutch/Transmission Repair	94	\$43.12		\$138,510
Vehicle Cooling System Repair	97	\$28.24		\$90,715
Vehicle Drive Shaft and Rear-end Repair	98	\$8.46		\$27,181
Vehicle Electrical System Repair	95	\$32.86		\$105,566
Vehicle Exhaust System Repair	94	\$12.58		\$40,421
Vehicle Front End Alignment/Wheel Balance & Rotation	92	\$16.98		\$54,548
Lube/Oil Change and Oil Filters	93	\$83.01		\$266,644
Vehicle Motor Repair/Replacement	97	\$88.70		\$284,926
Vehicle Motor Tune-up	98	\$60.51		\$194,388
Vehicle Shock Absorber Replacement	94	\$6.26		\$20,120
Vehicle Steering/Front End Repair	94	\$25.95		\$83,357
Tire Repair and Other Repair Work	93	\$60.54		\$194,464

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Automotive Aftermarket Expenditures

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.10552
Longitude: -84.29619

Demographic Summary		2010	2015
Population		51,523	53,332
Households		19,691	20,461
Families		14,171	14,609
Median Age		36.4	36.5
Median Household Income		\$71,461	\$78,998
		Spending Potential Index	Average Amount Spent
Products			Total
Vehicle Coolant/Brake/Transmission Fluids	115	\$5.49	\$108,160
Gasoline	121	\$3,390.96	\$66,769,970
Motor Oil	113	\$13.46	\$264,953
Vehicle Parts/Equipment and Accessories	118	\$65.73	\$1,294,309
Tire Purchase/Replacement	121	\$174.55	\$3,436,903
Vehicle Audio/Video Equipment and Installation	130	\$9.20	\$181,131
Vehicle Cleaning Products and Services	126	\$10.28	\$202,457
Services			
Auto Repair Service Policy	126	\$20.82	\$409,991
Membership Fees for Automobile Service Clubs	118	\$25.84	\$508,818
Global Positioning Services	122	\$3.08	\$60,669
Vehicle Air Conditioning Repair	126	\$22.26	\$438,397
Vehicle Body Work and Painting	121	\$46.23	\$910,377
Vehicle Brake Work	125	\$98.97	\$1,948,724
Vehicle Clutch/Transmission Repair	121	\$55.65	\$1,095,855
Vehicle Cooling System Repair	124	\$36.14	\$711,689
Vehicle Drive Shaft and Rear-end Repair	128	\$11.02	\$216,920
Vehicle Electrical System Repair	123	\$42.38	\$834,576
Vehicle Exhaust System Repair	124	\$16.61	\$327,025
Vehicle Front End Alignment/Wheel Balance & Rotation	122	\$22.54	\$443,836
Lube/Oil Change and Oil Filters	121	\$107.98	\$2,126,210
Vehicle Motor Repair/Replacement	125	\$114.59	\$2,256,397
Vehicle Motor Tune-up	128	\$79.12	\$1,557,904
Vehicle Shock Absorber Replacement	123	\$8.22	\$161,946
Vehicle Steering/Front End Repair	122	\$33.89	\$667,379
Tire Repair and Other Repair Work	123	\$80.19	\$1,578,968

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.
Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Automotive Aftermarket Expenditures

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.10552
Longitude: -84.29619

Demographic Summary		2010	2015
Population		112,442	116,290
Households		44,202	45,812
Families		30,539	31,418
Median Age		37.8	37.6
Median Household Income		\$68,944	\$78,056
		Spending Potential Index	Average Amount Spent
Products			Total
Vehicle Coolant/Brake/Transmission Fluids	116	\$5.54	\$245,042
Gasoline	123	\$3,438.06	\$151,967,753
Motor Oil	114	\$13.56	\$599,324
Vehicle Parts/Equipment and Accessories	120	\$67.00	\$2,961,406
Tire Purchase/Replacement	123	\$177.65	\$7,852,599
Vehicle Audio/Video Equipment and Installation	131	\$9.32	\$411,775
Vehicle Cleaning Products and Services	129	\$10.53	\$465,450
Services			
Auto Repair Service Policy	129	\$21.21	\$937,502
Membership Fees for Automobile Service Clubs	125	\$27.51	\$1,216,084
Global Positioning Services	127	\$3.21	\$141,894
Vehicle Air Conditioning Repair	130	\$22.93	\$1,013,560
Vehicle Body Work and Painting	126	\$47.98	\$2,120,925
Vehicle Brake Work	129	\$102.12	\$4,513,662
Vehicle Clutch/Transmission Repair	122	\$56.36	\$2,491,021
Vehicle Cooling System Repair	127	\$37.03	\$1,636,859
Vehicle Drive Shaft and Rear-end Repair	129	\$11.09	\$490,198
Vehicle Electrical System Repair	127	\$43.76	\$1,934,360
Vehicle Exhaust System Repair	128	\$17.19	\$759,889
Vehicle Front End Alignment/Wheel Balance & Rotation	125	\$23.20	\$1,025,416
Lube/Oil Change and Oil Filters	123	\$110.34	\$4,877,364
Vehicle Motor Repair/Replacement	127	\$117.03	\$5,172,856
Vehicle Motor Tune-up	131	\$81.18	\$3,588,210
Vehicle Shock Absorber Replacement	127	\$8.48	\$374,724
Vehicle Steering/Front End Repair	126	\$35.05	\$1,549,122
Tire Repair and Other Repair Work	128	\$82.94	\$3,666,030

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Expenditures

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.10552
Longitude: -84.29619

Demographic Summary		2010	2015
Population		7,551	7,747
Households		3,212	3,316
Families		2,081	2,120
Median Age		35.3	36.0
Median Household Income		\$52,576	\$61,249
	Spending Potential Index	Average Amount Spent	Total
Assets			
Market Value			
Checking Accounts	85	\$5,149.17	\$16,541,014
Savings Accounts	85	\$11,232.44	\$36,082,705
U.S. Savings Bonds	83	\$342.04	\$1,098,755
Stocks, Bonds & Mutual Funds	85	\$33,094.69	\$106,312,229
Annual Changes			
Checking Accounts	117	\$304.71	\$978,833
Savings Accounts	82	\$319.74	\$1,027,111
U.S. Savings Bonds	-94	\$-2.25	\$-7,234
Earnings			
Dividends, Royalties, Estates, Trusts	82	\$807.29	\$2,593,325
Interest from Savings Accounts or Bonds	83	\$761.89	\$2,447,463
Retirement Plan Contributions	93	\$1,274.99	\$4,095,729
Liabilities			
Original Mortgage Amount	102	\$22,009.64	\$70,702,974
Vehicle Loan Amount 1	96	\$2,609.66	\$8,383,184
Amount Paid: Interest			
Home Mortgage	97	\$4,486.71	\$14,412,955
Lump Sum Home Equity Loan	89	\$115.64	\$371,468
New Car/Truck/Van Loan	95	\$198.43	\$637,445
Used Car/Truck/Van Loan	97	\$157.83	\$507,019
Amount Paid: Principal			
Home Mortgage	92	\$1,817.66	\$5,838,990
Lump Sum Home Equity Loan	86	\$143.77	\$461,839
New Car/Truck/Van Loan	94	\$1,045.37	\$3,358,114
Used Car/Truck/Van Loan	96	\$726.50	\$2,333,783
Checking Account and Banking Service Charges	101	\$28.05	\$90,105
Finance Charges, excluding Mortgage/Vehicle	97	\$237.86	\$764,106

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. Annual change may be negative.

1 Vehicle Loan Amount is the amount of a loan for a car, truck, van, boat, camper, motorcycle, motor scooter, or moped, excluding interest.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Expenditures

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.10552
Longitude: -84.29619

Demographic Summary		2010	2015
Population		51,523	53,332
Households		19,691	20,461
Families		14,171	14,609
Median Age		36.4	36.5
Median Household Income		\$71,461	\$78,998
	Spending Potential Index	Average Amount Spent	Total
Assets			
Market Value			
Checking Accounts	119	\$7,130.35	\$140,400,729
Savings Accounts	119	\$15,712.15	\$309,381,415
U.S. Savings Bonds	121	\$495.97	\$9,765,884
Stocks, Bonds & Mutual Funds	125	\$48,817.08	\$961,236,882
Annual Changes			
Checking Accounts	156	\$405.50	\$7,984,516
Savings Accounts	121	\$472.33	\$9,300,360
U.S. Savings Bonds	80	\$1.91	\$37,528
Earnings			
Dividends, Royalties, Estates, Trusts	118	\$1,158.50	\$22,811,639
Interest from Savings Accounts or Bonds	117	\$1,074.10	\$21,149,563
Retirement Plan Contributions	134	\$1,836.82	\$36,168,145
Liabilities			
Original Mortgage Amount	141	\$30,262.98	\$595,895,756
Vehicle Loan Amount 1	123	\$3,344.58	\$65,856,778
Amount Paid: Interest			
Home Mortgage	136	\$6,340.55	\$124,849,052
Lump Sum Home Equity Loan	129	\$167.96	\$3,307,314
New Car/Truck/Van Loan	127	\$264.70	\$5,212,150
Used Car/Truck/Van Loan	121	\$195.79	\$3,855,194
Amount Paid: Principal			
Home Mortgage	133	\$2,630.92	\$51,804,417
Lump Sum Home Equity Loan	126	\$210.00	\$4,134,960
New Car/Truck/Van Loan	127	\$1,412.83	\$27,819,514
Used Car/Truck/Van Loan	120	\$908.26	\$17,884,177
Checking Account and Banking Service Charges	124	\$34.33	\$676,052
Finance Charges, excluding Mortgage/Vehicle	125	\$307.51	\$6,054,965

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. Annual change may be negative.

1 Vehicle Loan Amount is the amount of a loan for a car, truck, van, boat, camper, motorcycle, motor scooter, or moped, excluding interest.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Expenditures

Mt. Carmel Area
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Latitude: 39.10552
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Demographic Summary		2010	2015
Population		112,442	116,290
Households		44,202	45,812
Families		30,539	31,418
Median Age		37.8	37.6
Median Household Income		\$68,944	\$78,056
	Spending Potential Index	Average Amount Spent	Total
Assets			
Market Value			
Checking Accounts	127	\$7,527.56	\$332,729,977
Savings Accounts	127	\$16,748.27	\$740,300,201
U.S. Savings Bonds	128	\$525.11	\$23,210,529
Stocks, Bonds & Mutual Funds	134	\$52,234.23	\$2,308,836,247
Annual Changes			
Checking Accounts	152	\$397.16	\$17,554,979
Savings Accounts	128	\$500.50	\$22,122,864
U.S. Savings Bonds	110	\$2.64	\$116,599
Earnings			
Dividends, Royalties, Estates, Trusts	128	\$1,259.62	\$55,677,344
Interest from Savings Accounts or Bonds	127	\$1,165.99	\$51,538,789
Retirement Plan Contributions	136	\$1,869.07	\$82,615,778
Liabilities			
Original Mortgage Amount	140	\$30,088.85	\$1,329,975,276
Vehicle Loan Amount 1	123	\$3,345.57	\$147,879,453
Amount Paid: Interest			
Home Mortgage	137	\$6,357.96	\$281,032,049
Lump Sum Home Equity Loan	133	\$172.84	\$7,639,722
New Car/Truck/Van Loan	127	\$265.86	\$11,751,642
Used Car/Truck/Van Loan	120	\$195.00	\$8,619,364
Amount Paid: Principal			
Home Mortgage	135	\$2,665.86	\$117,835,270
Lump Sum Home Equity Loan	130	\$217.90	\$9,631,334
New Car/Truck/Van Loan	128	\$1,421.62	\$62,837,887
Used Car/Truck/Van Loan	120	\$906.52	\$40,069,474
Checking Account and Banking Service Charges	125	\$34.70	\$1,533,781
Finance Charges, excluding Mortgage/Vehicle	127	\$311.75	\$13,779,854

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. Annual change may be negative.

1 Vehicle Loan Amount is the amount of a loan for a car, truck, van, boat, camper, motorcycle, motor scooter, or moped, excluding interest.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
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2010 Housing Summary		2010 Demographic Summary	
Housing Units	3,418	Population	7,551
2010-2015 Percent Change	4.75%	Households	3,212
Percent Occupied	94.0%	Families	2,081
Percent Owner HHS	58.4%	Median Age	35.3
Median Home Value	\$128,788	Median Household Income	\$52,576
	Spending Potential Index	Average Amount Spent	Total
Owned Dwellings	92	\$10,808.08	\$34,719,490
Mortgage Interest	97	\$4,486.71	\$14,412,955
Mortgage Principal	92	\$1,817.66	\$5,838,990
Property Taxes	87	\$1,926.16	\$6,187,521
Homeowners Insurance	86	\$389.07	\$1,249,831
Ground Rent	83	\$60.33	\$193,789
Maintenance and Remodeling Services	88	\$1,737.88	\$5,582,706
Maintenance and Remodeling Materials	85	\$315.35	\$1,013,029
Property Management and Security	88	\$74.98	\$240,854
Rented Dwellings	118	\$4,061.89	\$13,048,274
Rent	119	\$3,872.65	\$12,440,359
Rent Received as Pay	105	\$96.50	\$309,977
Renters' Insurance	113	\$14.71	\$47,243
Maintenance and Repair Services	100	\$21.24	\$68,241
Maintenance and Repair Materials	107	\$56.80	\$182,454
Owned Vacation Homes	87	\$403.24	\$1,295,348
Mortgage Payment	89	\$180.70	\$580,479
Property Taxes	82	\$92.06	\$295,727
Homeowners Insurance	80	\$11.86	\$38,093
Maintenance and Remodeling	89	\$104.13	\$334,503
Property Management and Security	85	\$14.49	\$46,546
Housing While Attending School	90	\$73.40	\$235,799
Household Operations	92	\$1,449.75	\$4,657,132
Child Care	105	\$483.39	\$1,552,811
Care for Elderly or Handicapped	84	\$60.66	\$194,847
Appliance Rental and Repair	89	\$21.74	\$69,836
Computer Information Services	96	\$235.01	\$754,947
Home Security System Services	93	\$24.28	\$77,996
Non-Apparel Household Laundry/Dry Cleaning	15	\$5.56	\$17,864
Housekeeping Services	88	\$135.47	\$435,169
Lawn and Garden	85	\$355.30	\$1,141,352
Moving/Storage/Freight Express	98	\$59.27	\$190,395
PC Repair (Personal Use)	89	\$7.86	\$25,249
Reupholstering/Furniture Repair	90	\$7.11	\$22,831
Termite/Pest Control	88	\$21.49	\$69,037
Water Softening Services	73	\$4.09	\$13,149
Internet Services Away from Home	101	\$2.70	\$8,658
Voice Over IP Service	94	\$6.27	\$20,148
Other Home Services (1)	85	\$19.55	\$62,800

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
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Latitude: 39.10552
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	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	92	\$4,173.71	\$13,407,493
Bottled Gas	59	\$40.13	\$128,917
Electricity	92	\$1,567.67	\$5,035,933
Fuel Oil	64	\$71.45	\$229,532
Natural Gas	91	\$596.00	\$1,914,576
Telephone Services	95	\$1,372.89	\$4,410,208
Water and Other Public Services	95	\$520.46	\$1,671,918
Coal/Wood/Other Fuel	59	\$5.05	\$16,227
Housekeeping Supplies	93	\$651.62	\$2,093,244
Laundry and Cleaning Supplies	95	\$181.67	\$583,588
Postage and Stationery	91	\$185.16	\$594,787
Other HH Products (2)	93	\$284.80	\$914,866
Household Textiles	93	\$124.06	\$398,523
Bathroom Linens	99	\$17.48	\$56,167
Bedroom Linens	96	\$59.46	\$191,020
Kitchen and Dining Room Linens	94	\$2.91	\$9,355
Curtains and Draperies	88	\$25.51	\$81,940
Slipcovers, Decorative Pillows	97	\$4.13	\$13,275
Materials for Slipcovers/Curtains	84	\$12.90	\$41,452
Other Linens	95	\$1.66	\$5,317
Furniture	95	\$570.10	\$1,831,381
Mattresses and Box Springs	95	\$75.93	\$243,902
Other Bedroom Furniture	99	\$105.95	\$340,364
Sofas	96	\$145.70	\$468,040
Living Room Tables and Chairs	91	\$75.26	\$241,768
Kitchen, Dining Room Furniture	93	\$57.90	\$185,982
Infant Furniture	101	\$11.22	\$36,048
Outdoor Furniture	87	\$23.27	\$74,762
Wall Units, Cabinets, Other Furniture (3)	94	\$74.88	\$240,533
Major Appliances	89	\$268.76	\$863,354
Dishwashers and Disposals	86	\$23.66	\$75,990
Refrigerators and Freezers	89	\$73.08	\$234,746
Clothes Washers	91	\$45.58	\$146,412
Clothes Dryers	91	\$34.74	\$111,584
Cooking Stoves and Ovens	87	\$41.23	\$132,449
Microwave Ovens	93	\$11.93	\$38,330
Window Air Conditioners	80	\$5.63	\$18,075
Electric Floor Cleaning Equipment	87	\$19.61	\$63,008
Sewing Machines and Miscellaneous Appliances	82	\$13.31	\$42,752

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
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	Spending Potential Index	Average Amount Spent	Total
Household Items			
Floor Coverings	88	\$66.33	\$213,068
Housewares	86	\$73.68	\$236,691
Small Appliances	92	\$29.99	\$96,344
Window Coverings	96	\$37.37	\$120,054
Lamps and Other Lighting Fixtures	92	\$21.62	\$69,454
Infant Equipment	29	\$5.95	\$19,110
Rental of Furniture	104	\$4.81	\$15,455
Laundry and Cleaning Equipment	93	\$20.79	\$66,782
Closet and Storage Items	19	\$4.79	\$15,395
Luggage	94	\$8.74	\$28,083
Clocks and Other Household Decoratives	26	\$53.87	\$173,047
Telephones and Accessories	69	\$29.20	\$93,801
Telephone Answering Devices	92	\$0.77	\$2,484
Grills and Outdoor Equipment	23	\$12.15	\$39,031
Power Tools	85	\$27.07	\$86,955
Hand Tools	96	\$9.93	\$31,903
Office Furniture/Equipment for Home Use	96	\$15.68	\$50,377
Computers and Hardware for Home Use	98	\$187.71	\$602,994
Software and Accessories for Home Use	99	\$28.28	\$90,842
Other Household Items (4)	90	\$93.72	\$301,056

(1) Other Home Services include miscellaneous home services and small repair jobs not already specified.

(2) Other HH Products includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

(3) Wall Units Cabinets and Other Furniture includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks.

(4) Other Household Items includes the purchase/rental of smoke alarms and detectors for owned and rented homes, other household appliances for owned and rented homes, curtain and drapery hardware, rope, portable ladders, sheds, non-permanent shelves and shelving, Personal Digital Assistants, and miscellaneous household

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

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House and Home Expenditures

Mt. Carmel Area
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www.ClermontCountyOhio.biz
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2010 Housing Summary		2010 Demographic Summary	
Housing Units	20,930	Population	51,523
2010-2015 Percent Change	5.01%	Households	19,691
Percent Occupied	94.1%	Families	14,171
Percent Owner HHs	70.4%	Median Age	36.4
Median Home Value	\$153,602	Median Household Income	\$71,461
	Spending Potential Index	Average Amount Spent	Total
Owned Dwellings	131	\$15,500.52	\$305,214,379
Mortgage Interest	136	\$6,340.55	\$124,849,052
Mortgage Principal	133	\$2,630.92	\$51,804,417
Property Taxes	127	\$2,802.82	\$55,189,201
Homeowners Insurance	122	\$548.96	\$10,809,382
Ground Rent	106	\$76.78	\$1,511,872
Maintenance and Remodeling Services	128	\$2,545.71	\$50,126,585
Maintenance and Remodeling Materials	121	\$450.00	\$8,860,718
Property Management and Security	122	\$104.14	\$2,050,488
Rented Dwellings	114	\$3,922.20	\$77,230,316
Rent	115	\$3,727.68	\$73,400,125
Rent Received as Pay	99	\$90.94	\$1,790,598
Renters' Insurance	118	\$15.42	\$303,695
Maintenance and Repair Services	106	\$22.53	\$443,685
Maintenance and Repair Materials	124	\$65.63	\$1,292,212
Owned Vacation Homes	129	\$599.40	\$11,802,571
Mortgage Payment	133	\$271.05	\$5,337,208
Property Taxes	123	\$138.37	\$2,724,599
Homeowners Insurance	120	\$17.77	\$349,820
Maintenance and Remodeling	130	\$150.95	\$2,972,215
Property Management and Security	124	\$21.27	\$418,730
Housing While Attending School	131	\$106.78	\$2,102,496
Household Operations	125	\$1,970.09	\$38,792,309
Child Care	139	\$641.38	\$12,629,067
Care for Elderly or Handicapped	120	\$86.82	\$1,709,453
Appliance Rental and Repair	122	\$29.70	\$584,702
Computer Information Services	125	\$305.79	\$6,021,207
Home Security System Services	131	\$34.19	\$673,256
Non-Apparel Household Laundry/Dry Cleaning	16	\$6.22	\$122,389
Housekeeping Services	126	\$193.30	\$3,806,242
Lawn and Garden	120	\$503.63	\$9,916,738
Moving/Storage/Freight Express	122	\$73.76	\$1,452,308
PC Repair (Personal Use)	117	\$10.30	\$202,900
Reupholstering/Furniture Repair	127	\$10.04	\$197,767
Termite/Pest Control	122	\$29.83	\$587,276
Water Softening Services	96	\$5.40	\$106,415
Internet Services Away from Home	130	\$3.46	\$68,205
Voice Over IP Service	125	\$8.30	\$163,530
Other Home Services (1)	121	\$27.62	\$543,904

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Mt. Carmel Area
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	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	120	\$5,418.44	\$106,692,262
Bottled Gas	85	\$57.31	\$1,128,373
Electricity	119	\$2,015.41	\$39,684,561
Fuel Oil	99	\$110.65	\$2,178,760
Natural Gas	124	\$808.17	\$15,913,290
Telephone Services	120	\$1,736.84	\$34,199,322
Water and Other Public Services	125	\$683.84	\$13,465,272
Coal/Wood/Other Fuel	81	\$6.97	\$137,329
Housekeeping Supplies	121	\$847.07	\$16,679,295
Laundry and Cleaning Supplies	121	\$230.76	\$4,543,774
Postage and Stationery	120	\$244.50	\$4,814,378
Other HH Products (2)	121	\$371.98	\$7,324,501
Household Textiles	124	\$164.82	\$3,245,383
Bathroom Linens	126	\$22.31	\$439,278
Bedroom Linens	125	\$77.64	\$1,528,727
Kitchen and Dining Room Linens	125	\$3.87	\$76,169
Curtains and Draperies	123	\$35.50	\$699,095
Slipcovers, Decorative Pillows	127	\$5.44	\$107,058
Materials for Slipcovers/Curtains	117	\$17.89	\$352,189
Other Linens	126	\$2.21	\$43,531
Furniture	127	\$765.77	\$15,078,373
Mattresses and Box Springs	123	\$98.48	\$1,939,111
Other Bedroom Furniture	129	\$138.26	\$2,722,329
Sofas	127	\$193.01	\$3,800,530
Living Room Tables and Chairs	125	\$103.29	\$2,033,834
Kitchen, Dining Room Furniture	129	\$79.70	\$1,569,307
Infant Furniture	132	\$14.73	\$290,122
Outdoor Furniture	131	\$34.83	\$685,851
Wall Units, Cabinets, Other Furniture (3)	130	\$103.62	\$2,040,383
Major Appliances	121	\$365.64	\$7,199,601
Dishwashers and Disposals	122	\$33.28	\$655,283
Refrigerators and Freezers	121	\$99.07	\$1,950,802
Clothes Washers	123	\$61.44	\$1,209,844
Clothes Dryers	123	\$47.05	\$926,425
Cooking Stoves and Ovens	122	\$57.56	\$1,133,436
Microwave Ovens	121	\$15.49	\$305,007
Window Air Conditioners	100	\$7.04	\$138,576
Electric Floor Cleaning Equipment	116	\$26.05	\$512,958
Sewing Machines and Miscellaneous Appliances	116	\$18.73	\$368,753

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Mt. Carmel Area
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	Spending Potential Index	Average Amount Spent	Total
Household Items			
Floor Coverings	126	\$94.34	\$1,857,601
Housewares	110	\$94.78	\$1,866,322
Small Appliances	120	\$39.19	\$771,594
Window Coverings	137	\$53.15	\$1,046,628
Lamps and Other Lighting Fixtures	127	\$30.02	\$591,084
Infant Equipment	36	\$7.24	\$142,535
Rental of Furniture	107	\$4.97	\$97,830
Laundry and Cleaning Equipment	120	\$26.81	\$527,859
Closet and Storage Items	25	\$6.37	\$125,426
Luggage	130	\$12.04	\$237,011
Clocks and Other Household Decoratives	36	\$74.65	\$1,469,949
Telephones and Accessories	86	\$36.77	\$724,021
Telephone Answering Devices	119	\$1.00	\$19,601
Grills and Outdoor Equipment	33	\$17.49	\$344,382
Power Tools	112	\$36.00	\$708,789
Hand Tools	122	\$12.58	\$247,790
Office Furniture/Equipment for Home Use	131	\$21.50	\$423,293
Computers and Hardware for Home Use	127	\$242.54	\$4,775,770
Software and Accessories for Home Use	128	\$36.42	\$717,226
Other Household Items (4)	121	\$125.19	\$2,464,994

(1) Other Home Services include miscellaneous home services and small repair jobs not already specified.

(2) Other HH Products includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

(3) Wall Units Cabinets and Other Furniture includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks.

(4) Other Household Items includes the purchase/rental of smoke alarms and detectors for owned and rented homes, other household appliances for owned and rented homes, curtain and drapery hardware, rope, portable ladders, sheds, non-permanent shelves and shelving, Personal Digital Assistants, and miscellaneous household

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

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House and Home Expenditures

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2010 Housing Summary		2010 Demographic Summary	
Housing Units	47,311	Population	112,442
2010-2015 Percent Change	4.55%	Households	44,202
Percent Occupied	93.4%	Families	30,539
Percent Owner HHs	70.3%	Median Age	37.8
Median Home Value	\$158,137	Median Household Income	\$68,944
		Spending Potential Index	Average Amount Spent
			Total
Owned Dwellings		134	\$15,818.32
Mortgage Interest	137	\$6,357.96	\$281,032,049
Mortgage Principal	135	\$2,665.86	\$117,835,270
Property Taxes	132	\$2,921.99	\$129,156,755
Homeowners Insurance	126	\$565.58	\$24,999,757
Ground Rent	113	\$82.00	\$3,624,578
Maintenance and Remodeling Services	134	\$2,651.27	\$117,190,461
Maintenance and Remodeling Materials	124	\$460.33	\$20,347,189
Property Management and Security	132	\$113.29	\$5,007,543
Rented Dwellings		118	\$4,039.63
Rent	118	\$3,840.63	\$169,761,989
Rent Received as Pay	104	\$95.30	\$4,212,284
Renters' Insurance	123	\$16.01	\$707,834
Maintenance and Repair Services	109	\$23.15	\$1,023,248
Maintenance and Repair Materials	122	\$64.54	\$2,852,827
Owned Vacation Homes		137	\$637.77
Mortgage Payment	139	\$283.17	\$12,516,580
Property Taxes	133	\$150.20	\$6,639,273
Homeowners Insurance	132	\$19.54	\$863,821
Maintenance and Remodeling	139	\$161.74	\$7,148,979
Property Management and Security	135	\$23.12	\$1,021,821
Housing While Attending School	135	\$110.24	\$4,872,767
Household Operations		128	\$2,012.77
Child Care	136	\$628.39	\$27,775,718
Care for Elderly or Handicapped	131	\$94.70	\$4,186,039
Appliance Rental and Repair	127	\$30.84	\$1,363,010
Computer Information Services	128	\$311.33	\$13,761,242
Home Security System Services	134	\$35.08	\$1,550,746
Non-Apparel Household Laundry/Dry Cleaning	17	\$6.51	\$287,514
Housekeeping Services	133	\$203.32	\$8,987,275
Lawn and Garden	126	\$527.07	\$23,297,426
Moving/Storage/Freight Express	126	\$76.29	\$3,372,040
PC Repair (Personal Use)	121	\$10.70	\$472,801
Reupholstering/Furniture Repair	133	\$10.56	\$466,880
Termite/Pest Control	126	\$30.65	\$1,354,916
Water Softening Services	101	\$5.69	\$251,565
Internet Services Away from Home	132	\$3.52	\$155,673
Voice Over IP Service	130	\$8.69	\$384,211
Other Home Services (1)	129	\$29.41	\$1,300,177

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.10552
Longitude: -84.29619

	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	123	\$5,573.24	\$246,345,968
Bottled Gas	91	\$61.46	\$2,716,539
Electricity	122	\$2,063.09	\$91,192,019
Fuel Oil	114	\$128.09	\$5,661,842
Natural Gas	129	\$841.54	\$37,197,222
Telephone Services	123	\$1,773.00	\$78,369,644
Water and Other Public Services	128	\$698.55	\$30,877,092
Coal/Wood/Other Fuel	87	\$7.51	\$332,009
Housekeeping Supplies	124	\$868.17	\$38,374,321
Laundry and Cleaning Supplies	123	\$234.16	\$10,350,367
Postage and Stationery	124	\$253.36	\$11,199,091
Other HH Products (2)	124	\$380.64	\$16,824,882
Household Textiles	127	\$169.39	\$7,487,387
Bathroom Linens	128	\$22.68	\$1,002,655
Bedroom Linens	128	\$79.17	\$3,499,252
Kitchen and Dining Room Linens	128	\$3.97	\$175,286
Curtains and Draperies	128	\$37.05	\$1,637,835
Slipcovers, Decorative Pillows	129	\$5.54	\$244,947
Materials for Slipcovers/Curtains	122	\$18.70	\$826,657
Other Linens	130	\$2.28	\$100,777
Furniture	130	\$781.23	\$34,531,751
Mattresses and Box Springs	126	\$100.56	\$4,444,769
Other Bedroom Furniture	130	\$139.15	\$6,150,717
Sofas	130	\$197.76	\$8,741,423
Living Room Tables and Chairs	129	\$106.74	\$4,717,853
Kitchen, Dining Room Furniture	131	\$80.97	\$3,578,847
Infant Furniture	131	\$14.66	\$648,105
Outdoor Furniture	136	\$36.14	\$1,597,409
Wall Units, Cabinets, Other Furniture (3)	132	\$105.26	\$4,652,750
Major Appliances	124	\$375.89	\$16,614,808
Dishwashers and Disposals	126	\$34.59	\$1,529,067
Refrigerators and Freezers	123	\$101.30	\$4,477,798
Clothes Washers	125	\$62.52	\$2,763,588
Clothes Dryers	125	\$47.89	\$2,116,754
Cooking Stoves and Ovens	126	\$59.65	\$2,636,451
Microwave Ovens	126	\$16.03	\$708,539
Window Air Conditioners	106	\$7.45	\$329,423
Electric Floor Cleaning Equipment	119	\$26.70	\$1,180,149
Sewing Machines and Miscellaneous Appliances	122	\$19.75	\$873,096

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.10552
Longitude: -84.29619

	Spending Potential Index	Average Amount Spent	Total
Household Items			
Floor Coverings	132	\$98.85	\$4,369,420
Housewares	113	\$96.88	\$4,282,083
Small Appliances	124	\$40.54	\$1,792,120
Window Coverings	139	\$54.01	\$2,387,513
Lamps and Other Lighting Fixtures	131	\$30.93	\$1,367,047
Infant Equipment	35	\$7.12	\$314,746
Rental of Furniture	109	\$5.05	\$223,353
Laundry and Cleaning Equipment	123	\$27.38	\$1,210,126
Closet and Storage Items	26	\$6.49	\$287,051
Luggage	133	\$12.29	\$543,188
Clocks and Other Household Decoratives	37	\$76.21	\$3,368,660
Telephones and Accessories	87	\$36.93	\$1,632,472
Telephone Answering Devices	123	\$1.03	\$45,727
Grills and Outdoor Equipment	34	\$17.93	\$792,466
Power Tools	115	\$36.76	\$1,624,728
Hand Tools	124	\$12.80	\$565,943
Office Furniture/Equipment for Home Use	133	\$21.78	\$962,852
Computers and Hardware for Home Use	129	\$246.19	\$10,881,879
Software and Accessories for Home Use	130	\$37.03	\$1,636,927
Other Household Items (4)	124	\$128.87	\$5,696,158

(1) Other Home Services include miscellaneous home services and small repair jobs not already specified.

(2) Other HH Products includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

(3) Wall Units Cabinets and Other Furniture includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks.

(4) Other Household Items includes the purchase/rental of smoke alarms and detectors for owned and rented homes, other household appliances for owned and rented homes, curtain and drapery hardware, rope, portable ladders, sheds, non-permanent shelves and shelving, Personal Digital Assistants, and miscellaneous household

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Medical Expenditures

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.10552
Longitude: -84.29619

Demographic Summary		2010	2015
Population		7,551	7,747
Households		3,212	3,316
Families		2,081	2,120
Median Household Income		\$52,576	\$61,249
Males per 100 Females		93.8	93.7
Population By Age			
Population <5 Years		7.9%	7.7%
Population 5-17 Years		17.7%	17.8%
Population 65+ Years		10.6%	11.8%
Median Age		35.3	36.0
	Spending Potential Index	Average Amount Spent	Total
Health Care	87	\$3,249.98	\$10,440,130
Medical Care	88	\$1,573.42	\$5,054,397
Physician Services	92	\$208.83	\$670,853
Dental Services	89	\$287.76	\$924,401
Eyecare Services	91	\$45.62	\$146,539
Lab Tests, X-Rays	90	\$49.64	\$159,450
Hospital Room and Hospital Services	95	\$130.80	\$420,178
Convalescent or Nursing Home Care	84	\$19.46	\$62,511
Other Medical services (1)	89	\$99.16	\$318,527
Nonprescription Drugs	88	\$91.20	\$292,983
Prescription Drugs	83	\$415.98	\$1,336,265
Nonprescription Vitamins	89	\$50.57	\$162,459
Medicare Prescription Drug Premium	75	\$37.02	\$118,913
Eyeglasses and Contact Lenses	91	\$69.97	\$224,773
Hearing Aids	69	\$15.06	\$48,365
Medical Equipment for General Use	97	\$6.14	\$19,709
Other Medical Supplies (2)	90	\$46.24	\$148,534
Health Insurance	87	\$1,676.53	\$5,385,611
Blue Cross/Blue Shield	88	\$492.74	\$1,582,848
Commercial Health Insurance	95	\$354.84	\$1,139,872
Health Maintenance Organization	95	\$315.34	\$1,012,979
Medicare Payments	76	\$313.88	\$1,008,306
Long Term Care Insurance	82	\$68.25	\$219,244
Other Health Insurance (3)	78	\$131.42	\$422,171

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

(1) Other Medical Services includes Services by Medical Professionals other than Physicians, Nursing Services, Therapeutic Treatments, Blood Donation, Ambulance, Emergency Room, and Outpatient Hospital Services

(2) Other Medical Supplies includes Topicals, Dressings, Supportive and Convalescent Medical Equipment, Rental of Medical Equipment for General Use, and Rental of Supportive and Convalescent Medical Equipment.

(3) Other Health Insurance includes Medicare Supplements and Other Health Insurance excluding Blue Cross/Blue Shield.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor statistics

March 27, 2012

Made with Esri Business Analyst



Medical Expenditures

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 3 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.10552
Longitude: -84.29619

Demographic Summary		2010	2015
Population		51,523	53,332
Households		19,691	20,461
Families		14,171	14,609
Median Household Income		\$71,461	\$78,998
Males per 100 Females		95.5	95.2
Population By Age			
Population <5 Years		7.3%	7.2%
Population 5-17 Years		18.6%	18.6%
Population 65+ Years		10.4%	11.9%
Median Age		36.4	36.5
	Spending Potential Index	Average Amount Spent	Total
Health Care	115	\$4,290.98	\$84,491,994
Medical Care	116	\$2,078.24	\$40,921,713
Physician Services	121	\$275.28	\$5,420,347
Dental Services	120	\$389.92	\$7,677,789
Eyecare Services	121	\$60.30	\$1,187,317
Lab Tests, X-Rays	118	\$65.28	\$1,285,330
Hospital Room and Hospital Services	122	\$167.52	\$3,298,510
Convalescent or Nursing Home Care	103	\$23.78	\$468,204
Other Medical services (1)	121	\$135.17	\$2,661,636
Nonprescription Drugs	114	\$117.92	\$2,321,931
Prescription Drugs	110	\$547.72	\$10,785,002
Nonprescription Vitamins	116	\$65.74	\$1,294,388
Medicare Prescription Drug Premium	93	\$45.99	\$905,629
Eyeglasses and Contact Lenses	123	\$94.46	\$1,860,026
Hearing Aids	93	\$20.29	\$399,567
Medical Equipment for General Use	126	\$7.97	\$156,860
Other Medical Supplies (2)	119	\$60.75	\$1,196,164
Health Insurance	114	\$2,213.17	\$43,578,586
Blue Cross/Blue Shield	120	\$669.87	\$13,190,211
Commercial Health Insurance	127	\$474.85	\$9,350,105
Health Maintenance Organization	124	\$413.88	\$8,149,551
Medicare Payments	95	\$393.00	\$7,738,304
Long Term Care Insurance	111	\$92.55	\$1,822,326
Other Health Insurance (3)	100	\$169.47	\$3,336,908

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

(1) Other Medical Services includes Services by Medical Professionals other than Physicians, Nursing Services, Therapeutic Treatments, Blood Donation, Ambulance, Emergency Room, and Outpatient Hospital Services

(2) Other Medical Supplies includes Topicals, Dressings, Supportive and Convalescent Medical Equipment, Rental of Medical Equipment for General Use, and Rental of Supportive and Convalescent Medical Equipment.

(3) Other Health Insurance includes Medicare Supplements and Other Health Insurance excluding Blue Cross/Blue Shield.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor statistics

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Medical Expenditures

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.10552
Longitude: -84.29619

Demographic Summary		2010	2015
Population		112,442	116,290
Households		44,202	45,812
Families		30,539	31,418
Median Household Income		\$68,944	\$78,056
Males per 100 Females		93.6	93.5
Population By Age			
Population <5 Years		7.1%	7.1%
Population 5-17 Years		18.4%	18.3%
Population 65+ Years		12.3%	13.9%
Median Age		37.8	37.6
		Spending Potential Index	Average Amount Spent
			Total
Health Care		121	\$4,506.02
			\$199,173,267
Medical Care		121	\$2,173.03
			\$96,051,285
Physician Services	124	\$281.13	\$12,426,609
Dental Services	126	\$408.63	\$18,062,151
Eyecare Services	124	\$62.10	\$2,745,042
Lab Tests, X-Rays	121	\$66.63	\$2,945,286
Hospital Room and Hospital Services	124	\$169.41	\$7,488,129
Convalescent or Nursing Home Care	122	\$28.11	\$1,242,516
Other Medical services (1)	124	\$139.09	\$6,148,167
Nonprescription Drugs	118	\$122.12	\$5,397,959
Prescription Drugs	117	\$581.15	\$25,687,584
Nonprescription Vitamins	122	\$69.17	\$3,057,639
Medicare Prescription Drug Premium	106	\$52.84	\$2,335,479
Eyeglasses and Contact Lenses	127	\$97.58	\$4,313,340
Hearing Aids	108	\$23.39	\$1,034,019
Medical Equipment for General Use	129	\$8.12	\$359,111
Other Medical Supplies (2)	124	\$63.53	\$2,808,178
Health Insurance		121	\$2,333.00
			\$103,122,229
Blue Cross/Blue Shield	124	\$692.31	\$30,601,046
Commercial Health Insurance	129	\$482.34	\$21,320,217
Health Maintenance Organization	127	\$423.82	\$18,733,628
Medicare Payments	109	\$448.09	\$19,806,099
Long Term Care Insurance	121	\$101.47	\$4,485,099
Other Health Insurance (3)	110	\$184.98	\$8,176,496

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

(1) Other Medical Services includes Services by Medical Professionals other than Physicians, Nursing Services, Therapeutic Treatments, Blood Donation, Ambulance, Emergency Room, and Outpatient Hospital Services

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(3) Other Health Insurance includes Medicare Supplements and Other Health Insurance excluding Blue Cross/Blue Shield.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor statistics

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Recreation Expenditures

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.10552
Longitude: -84.29619

Demographic Summary		2010	2015
Population		7,551	7,747
Households		3,212	3,316
Families		2,081	2,120
Median Age		35.3	36.0
Median Household Income		\$52,576	\$61,249
	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	95	\$589.31	\$1,893,090
Admission to Movies, Theater, Opera, Ballet	99	\$149.83	\$481,306
Admission to Sporting Events, excl.Trips	96	\$56.89	\$182,736
Fees for Participant Sports, excl.Trips	95	\$101.12	\$324,828
Fees for Recreational Lessons	95	\$129.75	\$416,811
Membership Fees for Social/Recreation/Civic Clubs	92	\$150.95	\$484,897
Dating Services	102	\$0.78	\$2,512
Rental of Video Cassettes and DVDs	103	\$42.38	\$136,152
Toys & Games	96	\$140.23	\$450,455
Toys and Playground Equipment	96	\$136.01	\$436,921
Play Arcade Pinball/Video Games	95	\$1.79	\$5,739
Online Entertainment and Games	105	\$2.43	\$7,797
Recreational Vehicles and Fees	81	\$260.02	\$835,268
Docking and Landing Fees for Boats and Planes	88	\$6.21	\$19,941
Camp Fees	88	\$25.28	\$81,209
Purchase of RVs or Boats	79	\$220.48	\$708,250
Rental of RVs or Boats	94	\$8.05	\$25,873
Sports, Recreation and Exercise Equipment	74	\$133.82	\$429,883
Exercise Equipment and Gear, Game Tables	78	\$64.32	\$206,620
Bicycles	101	\$19.94	\$64,063
Camping Equipment	42	\$6.02	\$19,326
Hunting and Fishing Equipment	52	\$19.93	\$64,018
Winter Sports Equipment	89	\$5.74	\$18,426
Water Sports Equipment	78	\$5.19	\$16,672
Other Sports Equipment	93	\$8.84	\$28,386
Rental/Repair of Sports/Recreation/Exercise Equipment	96	\$3.85	\$12,375
Photographic Equipment and Supplies	95	\$98.81	\$317,422
Film	89	\$6.54	\$21,021
Film Processing	91	\$20.46	\$65,715
Photographic Equipment	99	\$42.54	\$136,665
Photographer Fees/Other Supplies & Equip Rental/Repair	95	\$29.27	\$94,022
Reading	90	\$139.67	\$448,660
Magazine/Newspaper Subscriptions	86	\$54.22	\$174,159
Magazine/Newspaper Single Copies	89	\$16.99	\$54,568
Books	95	\$68.46	\$219,919

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Recreation Expenditures

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.10552
Longitude: -84.29619

Demographic Summary		2010	2015
Population		51,523	53,332
Households		19,691	20,461
Families		14,171	14,609
Median Age		36.4	36.5
Median Household Income		\$71,461	\$78,998
	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	132	\$814.74	\$16,042,778
Admission to Movies, Theater, Opera, Ballet	130	\$196.61	\$3,871,382
Admission to Sporting Events, excl.Trips	135	\$80.11	\$1,577,490
Fees for Participant Sports, excl.Trips	129	\$137.95	\$2,716,404
Fees for Recreational Lessons	138	\$187.84	\$3,698,631
Membership Fees for Social/Recreation/Civic Clubs	129	\$211.30	\$4,160,599
Dating Services	121	\$0.93	\$18,273
Rental of Video Cassettes and DVDs	128	\$52.84	\$1,040,501
Toys & Games	126	\$182.94	\$3,602,177
Toys and Playground Equipment	126	\$177.73	\$3,499,585
Play Arcade Pinball/Video Games	121	\$2.28	\$44,949
Online Entertainment and Games	128	\$2.96	\$58,365
Recreational Vehicles and Fees	115	\$370.43	\$7,293,975
Docking and Landing Fees for Boats and Planes	130	\$9.23	\$181,784
Camp Fees	135	\$38.94	\$766,714
Purchase of RVs or Boats	112	\$311.31	\$6,129,840
Rental of RVs or Boats	129	\$11.03	\$217,182
Sports, Recreation and Exercise Equipment	100	\$180.88	\$3,561,654
Exercise Equipment and Gear, Game Tables	107	\$87.70	\$1,726,823
Bicycles	132	\$26.18	\$515,446
Camping Equipment	53	\$7.67	\$151,053
Hunting and Fishing Equipment	70	\$26.99	\$531,531
Winter Sports Equipment	121	\$7.80	\$153,553
Water Sports Equipment	113	\$7.55	\$148,713
Other Sports Equipment	126	\$11.91	\$234,583
Rental/Repair of Sports/Recreation/Exercise Equipment	128	\$5.11	\$100,681
Photographic Equipment and Supplies	128	\$132.25	\$2,604,111
Film	116	\$8.56	\$168,534
Film Processing	123	\$27.53	\$542,009
Photographic Equipment	131	\$55.98	\$1,102,241
Photographer Fees/Other Supplies & Equip Rental/Repair	130	\$40.21	\$791,749
Reading	121	\$187.59	\$3,693,676
Magazine/Newspaper Subscriptions	118	\$74.65	\$1,469,823
Magazine/Newspaper Single Copies	115	\$22.10	\$435,174
Books	126	\$90.88	\$1,789,443

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Recreation Expenditures

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.10552
Longitude: -84.29619

Demographic Summary		2010	2015
Population		112,442	116,290
Households		44,202	45,812
Families		30,539	31,418
Median Age		37.8	37.6
Median Household Income		\$68,944	\$78,056
	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	135	\$836.66	\$36,981,786
Admission to Movies, Theater, Opera, Ballet	132	\$200.85	\$8,877,779
Admission to Sporting Events, excl.Trips	137	\$81.25	\$3,591,227
Fees for Participant Sports, excl.Trips	133	\$142.16	\$6,283,582
Fees for Recreational Lessons	140	\$190.94	\$8,440,004
Membership Fees for Social/Recreation/Civic Clubs	135	\$220.50	\$9,746,637
Dating Services	125	\$0.96	\$42,558
Rental of Video Cassettes and DVDs	128	\$52.86	\$2,336,655
Toys & Games	127	\$184.27	\$8,144,838
Toys and Playground Equipment	127	\$178.94	\$7,909,601
Play Arcade Pinball/Video Games	124	\$2.35	\$103,715
Online Entertainment and Games	128	\$2.98	\$131,517
Recreational Vehicles and Fees	119	\$384.99	\$17,017,130
Docking and Landing Fees for Boats and Planes	137	\$9.71	\$429,390
Camp Fees	138	\$39.66	\$1,753,128
Purchase of RVs or Boats	116	\$324.25	\$14,332,310
Rental of RVs or Boats	133	\$11.37	\$502,402
Sports, Recreation and Exercise Equipment	101	\$183.42	\$8,107,642
Exercise Equipment and Gear, Game Tables	108	\$88.48	\$3,911,075
Bicycles	134	\$26.56	\$1,174,111
Camping Equipment	53	\$7.69	\$339,933
Hunting and Fishing Equipment	72	\$27.55	\$1,217,793
Winter Sports Equipment	124	\$7.98	\$352,894
Water Sports Equipment	118	\$7.87	\$347,751
Other Sports Equipment	128	\$12.12	\$535,699
Rental/Repair of Sports/Recreation/Exercise Equipment	129	\$5.17	\$228,397
Photographic Equipment and Supplies	130	\$134.24	\$5,933,439
Film	119	\$8.79	\$388,603
Film Processing	125	\$28.07	\$1,240,594
Photographic Equipment	132	\$56.57	\$2,500,611
Photographer Fees/Other Supplies & Equip Rental/Repair	132	\$40.80	\$1,803,641
Reading	127	\$196.63	\$8,691,579
Magazine/Newspaper Subscriptions	126	\$79.63	\$3,519,590
Magazine/Newspaper Single Copies	121	\$23.14	\$1,022,963
Books	130	\$93.87	\$4,149,070

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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